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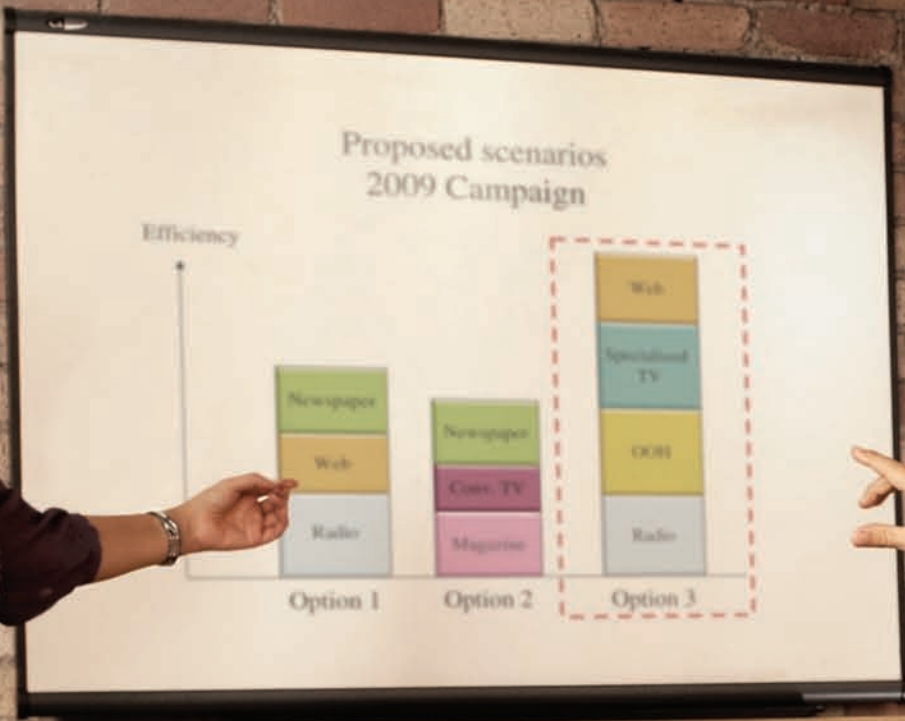
YOUTH REPORT '09: TEENS TALK BRANDS

FIND OUT WHAT THEY THINK ABOUT YOURS

funny quirky Ecko West49
American Eagle Hollister Aeropostale
honest original classic
simple unique stylish creative
environmentally friendly
fame Jordan H&M Converse

+ SID LEE'S GLOBAL ADIDAS HOUSE PARTY HITS HOME





Nina Ahmadi, media planner, Cossette Toronto

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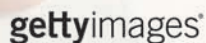
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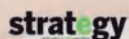
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Alan Gee is everywhere...literally

ON THE COVER It isn't easy to sum up what young people think about brands in a pithy headline. So when developing a cover concept for our Youth Issue, we opted for an approach more suited to the web-savvy Millennial generation: the tag cloud. We asked our teen contributors – including one 12-year-old tween – to describe their favourite brand in 10 words, and to name the brands that are hot right now. The result is what you see on the cover, scrawled over an image from Adidas' global "House Party" campaign – a hot teen brand, to be sure.



Stop advertising, start socializing

The other day, Aaron Rose, one of our *stimulant* Shift Disturbers speakers, said something that crystallized what I've heard from many different camps lately. The director of *Beautiful Losers*, Rose has been involved in brand/art collaborations like the Undeclared Billboard Project sponsored by Nike, which features the work of graffiti and fine artists from Dennis Hopper to Mr. Cartoon. Located on La Brea near the Undeclared store, it's become part of the L.A. artscape. He said that most successful projects work because they feel natural, and they become part of the lifestyle. The second thing is giving back, "going into people's lives and making things better."

This resonates with everything our teen panel told us about brands (p. 45), essentially: "just be yourself." Brands' environmental selves should be friendly, be genuine and do good.

The young marketers, agency teams and students we spoke to for our round-up of assorted industry "big idea" competition winners (p. 14) are also drawn to authenticity and doing the right thing. It has influenced their career decisions, and CSR – feeding the hungry, supporting the arts – and issues like diversity are their passion.

So when the budget for talking louder than the other guy dries up, it's a good time to find new ways to make those lasting connections, and try something different.

Rose ran a punk art gallery in New York, and it was through his Alleged Gallery days that he learned the DIY ethic that informs his current projects for the likes of Virgin and Levi's. The M.O. was to involve the artist community, collaborate, and by necessity, do things differently. "I learned it all by having no money, and not following the rules," he says. Having a punky "F U" attitude helps.

In her Forum column (p. 61), Unilever's Sharon Macleod also writes about doing things differently, and how budget restrictions can unleash creativity and lead to big payoffs, such as the decision to launch Dove's "Evolution" on YouTube. But doing things differently requires guts.

In the Upfronts (p. 9) we have a fresh example of breaking new ground in the recession-budget-friendly, social-media-only launch of Nissan's Cube. It involves giving away 50 cars to indie creative types – musicians, artists, skateboarders – via an online audition and voting process, which invites that community to lead the conversation on what the brand represents. And it's working. Prior to the invite-only auditions, people jumped the gun and started declaring their Cube love online.

Capital C's Tony Chapman, whose agency suggested the social launch, says, "This is the stuff people should be doing on their watch. So much depends on Canadian clients not phoning it in. When you get a client who can sell it through and stick their neck on the line in the success of it, they've got the world's eyes on Canada. We're saying 'stop advertising, start socializing.'"

CD Bennett Klein gives credit to Nissan for embracing the extreme creativity route and ponying up 50 cars. "If it means something to the community, it's going to work." He also says moving from "understanding to empathy" requires a little more interaction than sitting on the other side of the mirror, but has bigger insight payoffs.

This issue, our Deconstructed panel (p. 30) looks at the Doritos "Guru" program, which also lets the community lead the messaging for a new unbranded chip. Our pundits thought it was smart on several fronts: it seemed authentic for the brand and would genuinely appeal to chip fans; the mystery chip plain packaging really broke through; and because 1% of the new chip sales was part of the winner's prize haul.

So don't dismiss UGC as done to death, or consider that social media only happens in some obscure virtual corner. Instead, approach it like Frito Lay's Tony Matta has – go into it looking for genuine partnering, and you'll be more likely to generate real ROI for all parties.

Cheers,mm

Mary Maddever, exec editor, *strategy*, *Media in Canada* and *stimulant*

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How a savvy online spend can help you maximize your pinched ad budget

→ p.35

SEARCH ENGINE MARKETING |

Strategy's June 2009 issue includes the 4th annual SEM supplement which will address the value of integrating search engine marketing into the MARCOM mix. As search engine listings drive volumes of targeted traffic to websites, search engine optimization has become a vital consideration in the formulation of a marketing strategy. In this supplement search engines can showcase their offerings and speak to how they can contribute to business growth and track ROI.

Contact Carrie Gillis at 416-408-0863 or carrie@strategy.brunico.com to book your space before May 1st.





WIDEAWAKE + DEATH ROW AMP UP ONLINE

BY EMILY WEXLER

Wideawake Entertainment, the Toronto-based company that stirred up major buzz when it purchased the Death Row Records assets (which include Tupac's unreleased recordings) for \$18 million in January, is upping its online presence. It's created Trysomethingnew.ca, where fans can download musical content and receive discounts from brand partners. R&B singers Divine Brown and Sean Jones, who have been touring together since January, are currently featured on the site, which has deals from the likes of Lucky Brand Jeans, Sula Fragrances and Steam Whistle. "They all speak to a demo that ties in with the music so it's comfortable to the consumer," says Lara Lavi, CEO of Wideawake.

Advertising for the site corresponds with the Brown/Jones concerts across Canada, with ads in city papers and cards distributed by street teams. So far, 50,000 cards have been given out, and with an 18 to 22% conversion rate, Lavi says the program has already surpassed expectations.

The company also plans a re-skinned Death Row "Try Something New" in the next few months: "They're going to be treated to never-before-heard Death Row tracks because we have well over 10,000," explains Lavi, adding that they hope to partner the site with brands appealing to the label's fan base. A larger Death Row online portal is also planned, with the two sites linking to each other. "Only 10% of the Death Row content ever went to the consumer," says Lavi, "so we could go at this forever."

SCOTIABANK'S ON THE BALL

Scotiabank is putting the ball in the investor's court with the introduction of its newly minted online investing offering, iTrade. The rebranding follows Scotiabank's purchase of E*Trade in September.

"We thought it was important to bring the E*Trade Canada brand into the Scotia family," explains Duncan Hannay, MD of direct investing for Scotiabank.

The mass and digital campaign, developed by Toronto-based Capital C, utilized some first-ever media placements with *Report on Business*, including a cover wrap and a candlestick ad, fitting since the 'i' symbolizes the individual investor, as well as innovation and insight. "We created the tagline, 'I trade for me,' about online investors attempting to meet their goals," says Hannay.

The aim for Scotiabank is to create a seamless online experience by integrating other businesses, like ScotiaMcLeod Direct Investing and TradeFreedom, into the iTrade platform. The launch campaign will carry through spring. **JP**

RITZ BUYERS FLY FREE



How do you score 10 years of free vacationing? Buy a multi-million dollar condo from The Residences at the Ritz-Carlton Toronto. Amid the chaos of a poor economy, the hotel-residence (nearing the end of its construction) unleashed the ultimate gift-with-purchase.

For those ready to drop \$1.3 to 8 million on a swanky suite, the Ritz is offering free vacations for two. As of February, the first 10 suite buyers receive a travel account of \$250,000 to cover up to 10 years worth of airfare and accommodations at worldwide Ritz hotels.

"The promotion has worked," says Tina Amato, VP of Baker Real Estate, which handles sales for the Ritz. Less than two months post-promo launch, two suites have sold and several parties have shown interest – in direct response to the promotion.

Despite impeccable timing with the housing flop, the incentive has been in the works for over eight months. "We decided to offer this so that owners can experience the lifestyle of the Ritz-Carlton," explains Amato.

Toronto's Montana Steele Advertising created full page ads, which ran in the *National Post*, the *Globe and Mail* and the *Ritz-Carlton* magazine. **TW**

LACOSTE CRUSADES FOR CROCS

Lacoste has embarked on a three-year mission to save its leathery brand ambassador, the crocodile.

The Paris-based company made a 1.5 million Euro pledge



recently to join the "Save Your Logo" campaign, making it the first international brand to do so – fitting, since it was also the first apparel company to sport a brand badge.

"We feel that any company should behave as citizens of the world, and this goes

farther than just looking after alligators," says Michel Lacoste, chairman of the board of Lacoste.

The save-your-logo initiative was launched in late 2008 by the Global Environment Facility, the World Bank and the International Union for Conservation of Nature, encouraging companies to help protect the species that rep their brand.

Lacoste is currently working with the founding orgs on defining what projects it will undertake to protect the 15 species of crocodiles, alligators, caimans and gavials. **JP**

PICK FROM ABROAD: FRANCE

NISSAN'S SOCIAL LAUNCH EXPERIMENT

BY JONATHAN PAUL

Nissan Canada is calling on the creative cream of the crop to audition for the chance to win one of 50 new blue Nissan Cubes, and will be leveraging their artistic efforts to unveil the car for the first time in Canada. The only catch is that it's invite only.

The campaign, which kicked off in February with a teaser site at Hypercube.ca, is being touted as groundbreaking as it employs only social media as a launch platform for a new car. Developed by Toronto-based Capital C, the goal is to ensure the cool crowd – not grannies – is the one seen behind the wheel. And to do it, marketing funds were diverted to car prizing and orchestrating an integrated social experiment.

The invitation phase began in March, and has been targeting the artsy over Facebook, MySpace and Twitter, while street teams hit venues in Toronto, Montreal and Vancouver frequented by the creatively inclined. DJs, skateboarders, graffiti artists and the like are filling out surveys that will help narrow down a group of 500 who will then be invited to participate in the six-week audition process starting mid-April.

"In times like this we're all looking for different ways to market and different ways to connect," says Jeff Parent, VP sales and marketing at Nissan Canada. "[Artists] are finding those ways."

Eager participants quickly began to vie for an invite by rallying support within their communities and setting themselves apart from competitors via personal webpages, Twitter tweets, Facebook pages and blogs that showcase their creative talents. Capital C is



A hopeful participant created this website to vie for the chance to win a Cube.

measuring every aspect of the campaign to create benchmarks, including tracking what participants do to self-promote.

"When you put something out there in the social community there's an incredible multiplier effect," says Tony Chapman, CEO of Capital C. "That's the magic of setting an idea in this pinball game called social media."

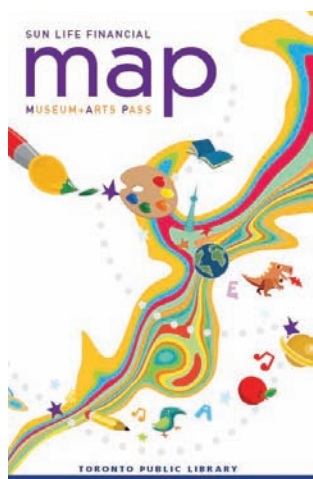
Auditioners will be provided with a canvas of sorts on Hypercube.ca to display their creative talents. The objective is to have Canada's creative community shape and convey what the Cube brand is about through their efforts leading up to the giveaways – taking place in June after a voting phase – as well as following what the winners do within their social networks and how they personalize their new Cubes.

"that's the magic of setting an idea in this pinball game called social media"

Brilliant!

SUN LIFE'S PASSES FOR THE MASSES

BY THERAS WOOD



With the mere swipe of a library card, the Toronto Public Library is busting down barriers and paving the way to Toronto's cultural landmarks. Sponsored by Sun Life Financial, the Museum and Arts Pass (MAP) program has expanded to offer free passes to a multitude of Toronto's top cultural institutions. Launched March 7, families can borrow a MAP in much the same way one would borrow a book, and gain entry to the likes of the ROM or the AGO.

The MAP program originated in July 2007 with 24 branches, and last month passes were incorporated into all 99 library locations. New venues – Casa Loma and the Museum of Inuit Art – were added to the list of partners, which includes the Bata Shoe Museum and the Ontario Science Centre. The Sun Life partnership was extended to bolster community access to culture in a time when belts are buckled extra tight. And it's a good fit with Sun Life's continual advocacy for the arts, says Donald A. Stewart, CEO of Sun Life Financial.

"We circulated over 21,000 passes in 2008," says Linda Hazzan, director of marketing and communications at the Toronto Public Library, explaining that expansion was necessary given the great demand, and the fact that the library is focused upon "free universal access to culture." MAP is promoted through announcements, in-branch posters, and postcard distribution through Toronto Community Housing and Parks and Recreation.

WATER COOLER

ASKING CANADIANS

As we mature, our tastes tend to change. But there are some brands that stand the test of time, and we stick with them even as adults. Some can't resist cracking open a box of Kraft Dinner (see p. 25) every now and then, while others have stayed loyal to their Pepsi or Coke taste test preference through the years. We wanted to know: when it comes to eating habits, have Canadians really grown up?

Which food category have you stayed most loyal to, from childhood to adulthood?

None, I'm a brand commitment-phobe	26.9%
Soft drinks (Pepsi or Coke, 7Up or Sprite)	23.7%
Peanut Butter (Kraft, Jif or Skippy)	20.2%
Cereal (Rice Krispies, Corn Flakes, Cheerios, Shreddies, etc.)	16.3%
Potato chips (Lay's, Pringles, Ruffles or Old Dutch)	9.7%
Cookies (Oreos, Chips Ahoy or Fig Newtons)	3.2%

This poll of 1,000 Canadians was conducted by the AskingCanadians™ online panel from Feb. 26 to Mar. 2, 2009. AskingCanadians™ is owned and operated by Delvinia Data Collection. www.delvinia.com



HARLEY'S GIRLY GALA

Harley-Davidson is gearing up for its inaugural Precious Metal gala – a deluxe version of its female-exclusive Garage Party series hosted at Harley retail locations across Canada. The promotional shindigs educate women bike enthusiasts on motorcycle maintenance while showcasing Harley-Davidson's female merchandise.

Working with Toronto's Strut Entertainment, the May 6 bash takes over the Liberty Grand Toronto under the guise of a girly garage.

"It's a garage the way a woman would like it," explains Olivia Gottlieb, outreach specialist at Deeley Harley-Davidson, Canada. Hosted by Citytv personality Liz West, the gala offers massages, manicures,



make-up sessions, musical entertainment and "The Rider's Retreat," a Sony entertainment centre. The brains behind the Harley fashion line, Karen Davidson (great-granddaughter of co-founder William Davidson), will be there, and an "Explore the Harley Closet" contest touts the threads. Proceeds will go to Rethink Breast Cancer.

A spa getaway contest will generate interest, while newsletters, in-store ads, web banners, direct mailers and print ads will drive traffic to the microsite, Preciousmetal2009.ca. **TW**

CIRQUE DU SOLEIL FLIES WITH REEBOK

BY CAREY TOANE



If you wish you were a trapeze artist but lack the gymnast's body, you're probably the target Cirque du Soleil and Reebok are reaching for with Jukari Fit to Fly. The two athletic brands spent the last two years developing the "sweat with a smile" workout, with input from Canton, MA.-based Reebok trainers and Quebec-based Cirque coaches and artists. It's for women who say they would exercise if it was more fun, says Cirque SVP marketing Mario D'Amico.

"What really swung us over to Reebok was their heritage in all things women," he says, adding that a Cirque-style workout accessible to the average woman has been "on a shelf" at the company for a decade. "For a nanosecond you can pretend you're a Cirque trapeze artist. I think the psychology of that is incredibly important."

Similar to Reebok's Step program, Jukari Fit to Fly incorporates equipment (an adjustable trapeze called a FlySet), two collections of women's fitness apparel and footwear (On the Move and the Reebok-Cirque du Soleil line) and a proprietary workout routine (complete with re-engineered Cirque music) licensed by gyms in the Reebok network. About 20 gyms from around the world have already signed on, including three in Quebec. More are expected throughout Canada by the end of the year, says Reebok Canada VP and GM footwear and apparel Daniel Gervais.

Reebok will handle marketing, with creative coming out of the HQ in the States. A Canadian roadshow of major sports retailers unspools over the next two years, as well as washroom ads in gyms and restaurants by NewAd and online support at Reebok.com/ca. It's the first in a series of "Fit to..." programs, adds D'Amico, which will be refreshed approximately twice a year.



SABRINA LAROSA: ACCOUNT MANAGER MEDIAEDGE:CIA

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STIMULANT

The Next Big Things

BY EMILY WEXLER

They're young. They're talented. They're winners (literally). Who better to ask about the state of marketing and advertising for our Youth Issue than the folks who will be running the show a few years down the line? From their industry heroes to favourite campaigns to thoughts on the recession, we wanted to know what pushes their buttons. We talked to winners of the Queen's Marketing Association Conference (QMAC) Challenge, L'Oréal's Brandstorm student competition, PepsiCo's internal Power of One award and Canada's Cannes Young Lions winners to find out what they've done and where they're going, and to get their insights on hitting that coveted youth demo.

PEPSICO'S POWER OF TWO

Who: Adam Fox, 26 and Phoebe Alix, 24, Toronto

Why they're a big deal: At PepsiCo Canada's conference in January '08, Fox, assistant marketing manager on sensible snacks for Frito Lay, met Alix, then-assistant marketing manager for shelf stable juices and drinks (now for Quaker innovation). The pair was looking for new ways to reach the target markets for SunChips

and Dole Sparklers respectively, and they realized they were appealing to the same demo – women aged 25 to 39. "We were eager to do something new because SunChips and Dole aren't Pepsi or Doritos – they're smaller but they're strategic brands," says Fox.

With the idea that these two products were better together,

Fox and Alix developed an integrated program, distributing 350,000 samples across Canada. They also utilized Frito Lay's partnership with the Weekend to End Breast Cancer, bringing in donations (\$150,000 total) with SunChips' and Sparklers' specially marked pink packaging.

When they came back to the annual conference again this year, Fox and Alix were

presented with the Power of One award, recognizing outstanding achievement in working across PepsiCo companies. It's an award typically given to senior brass, making them the youngest winners in the past few years, and possibly the youngest ever, according to Dale Hooper, VP marketing, PepsiCo Beverages Canada.

"It was only when they reached out collectively and found a common idea and then worked together that they were able to make their dollars go further while creating something that could be relevant to consumers," says Hooper.

Strategy asked Fox (Alix was unavailable) what drew him into marketing and what kind of advertising is working now.

What brand is doing it right when it comes to targeting youth?

I don't work on the Doritos brand, but as a consumer, Doritos is doing remarkable things connecting with youth, specifically with [the "Guru" campaign, see p. 30], they're giving the consumer the control. They're saying to youth, you know what? You don't want to be told what to do. To put consumers in control of creating an ad obviously would make it more relevant than telling them something that companies have told them for years.

When entering the workforce, what job qualities did you look for?

The first is early leadership, the second is the ability to gain cross-functional expertise to be a better marketer, and the third's the



fact that you can work anywhere in the world within PepsiCo.

A lot of generation Y youth coming into organizations want change and they want an ability to make an impact.

What is the biggest lesson you've learned so far?

The more you can work together and build your network is really how you're going to get extraordinary results. You can be in a situation where you don't have the most funding – or trying to get the time with everyone you need can be challenging – but if you're a self-starter and seize the opportunities, you can do a ton working with your peers, and make an impact at all levels, not just at senior levels.



Above: SunChips' pink packaging for the Weekend to End Breast Cancer. Right: Alix and Fox.

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L'ORÉAL'S PERFECT STORM



Right: Niro (far right) with teammates Ives and Hayward. Below centre: they took a risk with Magnetic, targeting men only.

Who: Nicholas Niro, 23, Montreal

Why he's a big deal: This Quebecer went all the way to the U.K. to become a winner at last year's L'Oréal Brandstorm – the cosmetic company's student recruiting competition that asked them to create a new sun care product range. Niro, along with British teammates Matt Ives and Ben

Hayward, won the U.K. division and placed second overall in the finals in Paris against students from 38 countries.

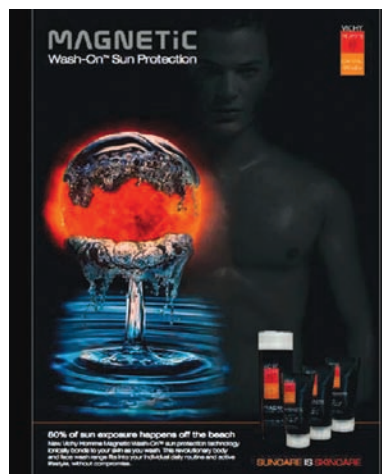
Their task was to target the teen to young adult demo with Capital Soleil, Vichy's sun care line. The team took a risk and focused solely on young men, developing a wash-on SPF

product for the shower called Magnetic. It featured packaging inspired by the sleek black Vichy Homme look and a rubberized logo, making it easy to grip in the shower.

Niro was in the U.K. at the time completing his master's in management at the University of Cambridge after an undergrad at Queen's where he studied art history and sociology – not the usual

background for a marketer, but he says, "I studied consumer behaviour in sociology and contemporary art in art history, [providing a background in] visuals. It gave me a perspective that laid the foundation for my marketing studies."

After being recruited out of Brandstorm, he interviewed for L'Oréal in the U.K., but realized he wanted to return to work in Canada, so they forwarded his CV to



L'Oréal's Montreal head office. Since June, Niro has worked as assistant product manager on designer fragrances like Diesel (launching a new scent this summer) and Viktor & Rolf, using his knowledge of that elusive young male demo to get them smelling a little better.

What's important when it comes to reaching young men?

They're known as the hardest group to reach, but we do know where they spend most of their time: they're on their phones and they're online, compared to women who are more reachable in print – in magazines – and on television. So we've tweaked our strategy to target them. Our media is mostly focused on the online and SMS mobile campaign.

You're part of that demo, so do you think that rings true?

Absolutely. What's great about it is, I can go home and when I'm having a beer with some friends, I bring this all up. I want to know what their feedback is – my own forum essentially.

How important is community involvement, like L'Oréal's sponsorship of Luminato, to your generation?

The sponsorship of the arts is crucial because art allows freedom of voice and questioning of our values and standards. Without it we'd be nowhere, and obviously this is my artistic side speaking, but I couldn't agree more with L'Oréal's participation with Luminato. It not only sponsors the arts and allows them to flourish, but it also allows a chance for our brands to be implicated.

How has the recession affected your experience as a new member of the industry?

We're in a time where every dollar spent has to count and that's a great time to learn because we're not spending on just anything. Everything has to be accounted for, everything has to be justified. And at L'Oréal it's a great time to be here because we're still going through with our plans, we're just making sure everything has a purpose.

At L'Oréal it's a great time to be here because we're still going through with our plans, **we're just making sure everything has a purpose**

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BRIGHT IDEAS AT BRANDSTORM



Roby (far right) with Belmont and Sagarzazu accepting their Brandstorm award.

Who: Jean-Philippe Roby, 22, Toronto

Why he's a big deal: Along with his teammates Marie Sagarzazu and Jean-Paul Belmont, this Quebec native won the Canadian division of last year's L'Oréal Brandstorm by hitting college campuses with a video camera and finding out how sun care fits into the lives of young people. They came away with the insight that youth do care about sun protection, but don't personally relate to it beyond that. The team's goal was then to "make the brand relevant to them, like cosmetics, to make it personal rather than a commodity that everyone uses," explains Roby.

To achieve this, they used interactive web applications where teens could challenge each other to online games. They also created a contest whereby they could upload images or videos showing how sunscreen fits into their lives.

Packaging also became more personal. Tying in with teen's penchant for technology, they created an iPod-inspired dispenser featuring a flat format and a button rather than a pump.

After taking some time off to travel after the contest, Roby, who studied at École des Hautes Études Commerciales (HEC) in Montreal, went to work for P&G as an assistant brand manager on personal health and beauty. He's now putting his young mind to work on brands like Braun and Gillette.

I think what makes a difference in the business world is when you really believe in your ideas, and **when you can bring people around to work with you**

Any heroes or people in the industry whose footsteps you'd like to follow in?

Guy Laliberté, the founder and CEO of Cirque de Soleil. He was able to turn the small idea of street performance into a business. When you look at the recent project they did with the Beatles, it's very profitable and it's also contributing to culture. I think what makes a difference in the business world is when you really

believe in your ideas and when you can bring people around to work with you.

A lot of brands want to get into social networking, but not all do it well.

Where do they typically go wrong?

When they get too specific about a product.

I think a positive example is [P&G initiative] Beinggirl.ca. The end goal is to drive sales of Tampax and Always, but the website is about being a girl; they have information about having your first period, they have forums about it and people can talk about it. So it's creating something that is useful and relevant in a teenager's life where you integrate your product as a solution to that.

Everyone can create a website with a forum, but if you want people to use it, you have to make it relevant. You have to make it bigger and about something that's more than a product and a brand.

How does a brand target the younger demo without isolating its older consumers?

When I worked on Brandstorm, Vichy was communicating [to adult consumers] with dermatological facts about the products, but teenagers tune this out very easily. And that's why web is very useful, you can have two different ways of sending your messages offline and online.

YES THEY CAN... AT QMAC



Who: Chloe Agache and Amanda Kwok, both 19, Kingston

Why they're a big deal: Currently in their second year studying commerce at Queen's University, Agache and Kwok took on the challenge at this year's QMAC and won. With the goal of better connecting with Asian or Native American consumers, Agache and Kwok focused on bringing Swanson's Chicken Broth to the Chinese Canadian community.

"In Chinese culture, soup is served during or after every meal," explains Kwok, "so if Campbell's could get their products into these households, they stood to see significant growth in the market."

Their initiatives included new branding, an online recipe contest for a trip to Hong Kong, and a Chinese New Year promotion with new labels for the holiday and red lucky money envelopes containing coupons.

And thanks to their victory, Kwok and Agache will cut their teeth even further this summer with internships at Campbell's.

How do you see diversity in advertising unfolding?

Kwok: I would say we're moving towards including everyone in the same ads, which I think is fantastic and that's what Canada's about. As much as there are separate groups, we really do come together as one Canadian culture so I think advertising is starting to reflect that.

Agache: I agree, I think diversity has almost become something that's expected by our

generation, particularly in advertising and it's become the norm that way.

Have you seen any on-campus advertising that's really effective?

Kwok: One campaign that comes to mind is the Microsoft Office campaign, "The Ultimate Steal." You essentially got the Office suite for [91% off]. That's something that really catches our attention because a lot of students don't have as much money

Agache: In general, any ads that create some form of intrigue and really force students to find out what it's about. I think we're so accustomed to being bombarded by ads that the traditional form of advertising is no longer effective. Teaser campaigns or ads that don't explicitly say what product they're promoting – students will often notice that and start talking about it.

I think the branding just has to be honest. If they're trying to portray themselves in a certain way and that's not the way the corporation is, younger consumers see through that



Above: targeting the Chinese Canadian community. Top: Kwok and Agache with Mark Childs, VP marketing at Campbell's.

to spend on technology. So if a company can get their product into the hands of students, that's great.

Where do you think marketers go wrong when trying to reach youth?

Kwok: Some brands do go wrong by trying to draw too much on being hip and trying to be in the scene. Youth relate to that in a sense, but if it's overly done you can tell. I think they'd rather be spoken to as adults but in a way they can still understand.

Agache: I think the branding just has to be honest. If they're trying to portray themselves in a certain way and that's not the way the corporation is, younger consumers see through that.



Left: Nemoy and Zakoor on the job. Below: Nemoy led Campbell's "Help Hunger Disappear" initiative.

CAMPBELL'S YOUTH IN ACTION

Who: Jennifer Zakoor and Aaron Nemoy, both 23, Toronto

Why they're a big deal: This year, Zakoor and Nemoy were on the judging panel for Campbell's QMAC Challenge, coming full circle from where they were two short years ago. Both now assistant brand managers at Campbell's (Zakoor on V8 and Nemoy on Chunky), the pair attended QMAC in 2007, where Zakoor was a finalist for the Challenge with a product innovation (aftershave) for Unilever's Axe brand. Both were recruited by Campbell's at the conference and quickly made their mark at the company.

Since arriving at Campbell's, Zakoor has worked on new product launches such as V8 Soup and V-Fusion beverages. "What I love about working at Campbell's is that you get iconic brands like V8, which is over 75 years old, and we are still putting lots of marketing efforts behind these brands to really increase the relevancy to consumers today," she says.

Besides working on Chunky-specific initiatives – like its "Most Valuable Coach (MVC)" program, whereby coaches could be nominated for the title at Chunky.ca/mvc – Nemoy also led Campbell's "Help Hunger Disappear" program. Partnering with Food Banks Canada, they spelled out the word "hunger" with 12,000 cans of tomato soup, which were then donated by pedestrians to raise awareness about food banks. The event took place in Toronto, and they're doing it again this summer, expanding to include Vancouver and Montreal. "It's been

especially interesting to watch a company push out against a CSR focus in such a big way," he says.

Is there anything done in marketing circles that makes you mad?

Nemoy: We know that it's so hard to break through the clutter in advertising these days, so if there's something that frustrates me it's seeing the constant failure to bring consumers into the brand and engage them. So with programs like the Chunky "MVC" – build the infrastructure and let consumers create the content – watching it come into practice has been really insightful for me.

Zakoor: There's a shift towards this younger generation to deliver against CSR, going green, things like health and wellness and diversity. So when we see ads with the same typical person in the spot and they don't change it up and they're not reflecting diversity, that's something that companies should be doing.

Do you think brands that don't keep up with CSR and diversity will be hurt by it in the end?

Zakoor: Definitely. I think it's a responsibility now that companies have. It used to be that CSR was a "nice to have," a nice checkmark, and now their shareholders and consumers alike are expecting that. And there are tons of places that consumers are going to find out this information. With everything available



online today, it's more accessible than ever and there's a need for companies to be transparent, but to also deliver against the authenticity of it.

Any advice for young people coming into the job market right now?

Nemoy: I know a number of students that are struggling. I think it requires patience, and it requires a really conscious effort to be making connections. That's one thing that QMAC is really helpful for, just making those connections and keeping in touch because we will weather this economic storm – and at that point it's all about who you know.



Photography: John Rensten / LPA

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YOUNG LIONS: HEAR THEM ROAR



Above: their winning ad
for Frontier College.
Top: Gillespie and Murray
stop for a bite.

Who: Addie Gillespie, 29 and Jon Murray, 27, Vancouver

Why they're a big deal: Last June, these young copywriters at TBWA Vancouver found themselves frantically (and resourcefully) chasing down help from two Costa Ricans on a beach in Cannes. Their plane had been late and they had missed the brief for the Young Lions competition. "It was crazy because literally as soon as we got off the plane the competition began for us," recalls Gillespie.

So how did they get there in the first place? By impressing the Canadian Young Lions judges with their print campaign for literacy organization Frontier College. They created what looked like the typical perfume ad from a women's magazine – but if you couldn't read the text, you would never know that it was actually for literacy.

While their ad for Amnesty International didn't place at Cannes, these Canadian winners took home some valuable lessons: "Get more sleep before you get a brief!" for example, says Gillespie. And they are now applying their knowledge from the

"Advertising Olympics," as they call it, to their work at TBWA with clients such as the Vancouver Film Festival and B.C. Lotteries.

Who do you admire in the industry?

Murray: It's all the usual suspects whose work we respect. I like Wieden+Kennedy for striking out on their own and having the balls to do it in Portland and not feeling like they had to do it in New York. People that are trying to push things and experiment. Even though Droga5 kind of just failed with their Honeyshed project, at least they took a stab at it and are trying some different things.

What do you commonly see done in marketing circles that makes you mad?

Gillespie: Trying to latch onto the 'hype thing,' or the marketing speak, like 'social marketing, we've got to get in on that!' And it doesn't matter what their process is, but they want to follow the trend and say 'get me on Facebook.' Well, what's that going to do for your brand?

How can print stay relevant for the next generation?

Murray: With the internet, so much information is written by people who aren't necessarily experts and don't know what they're talking about, a lot of 'Joe's blog' and that kind of crap, whereas magazines can pay skilled writers to really uncover and go in-depth.

Gillespie: Bring back a professionalism to it.

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KRAFTING ICONS

From virtual bear hugs to social networking, Domenic Borrelli ushers Kraft's most beloved brands into the 21st century

BY EMILY WEXLER

As VP marketing, grocery at Kraft Canada, Domenic Borrelli has a lot on his plate – Miracle Whip, BBQ Sauce, Stove Top Stuffing – 11 brands in total. But it's his recent work on two of Kraft's most iconic brands that's stirring up attention.

In the past year, Borrelli has gone in new directions with Kraft Dinner and Kraft Peanut Butter – brands that are synonymous with the Kraft name. He's launched a social networking site for KD and embarked on an unprecedented campaign for Peanut Butter that includes PR and web efforts. So why mess with the classics? Because Borrelli wants them to keep growing and changing with the times: "I hope my legacy will be to leave my businesses with a stronger connectivity and relationship with Canadian consumers."

Arguably the most iconic Kraft brand in Canada is Kraft Dinner. Unlike in the U.S., KD packaging doesn't even need to specify its mac-and-cheese nature here, because Canadians know exactly what it is. Kraft Dinner has dominated kitchen pantries for 72 years, and Borrelli has worked on the brand for five, first as brand manager, then business director and now as VP. In order to best promote the brand, Borrelli had to develop a strong understanding of how storied it is. "KD is their brand, it's not our brand," he says. "It's a brand that is so iconic in the minds and hearts of Canadian consumers that it really belongs to them."

Kraft Dinner also presented Borrelli with a unique challenge – it has different appeal to various demographics. "[It gave] me the

Bio

Birthplace: Toronto, Ont.

Education: MBA from York University

Kids: Two daughters, ages five and seven, who he says would eat Kraft Dinner at every meal if they could

Career: Recruited by Kraft in 1995 upon graduation and began as brand assistant in the cereal division. He then worked his way up on several categories such as enhancers, which include salad dressing and Miracle Whip (which he still works on today) and ran the cheese business where he led a new campaign re-focusing advertising investments on shredded cheese. He has spent the past 13 years at Kraft except for a nine-month hiatus in 2000 when he worked for Microsoft



It's a brand that is **so iconic in the minds and hearts of Canadian consumers** that it really belongs to them

opportunity to work on a category that had multiple consumer segments, so we focused on kids as well as teens and young adults," he says.

The way KD had been reaching those different demos for the past 10 years was through variations of the "Gotta be KD" campaign with numerous TV, OOH and cinema ads. As Borrelli came on board,

who.

so did new product innovations such as microwaveable Easy Mac, Kraft Dinner Cups and a whole wheat version (the brand now has four product platforms: Original, Cups, Easy Mac and its flavour/noodle varieties). And Borrelli had to introduce these new products while being mindful of hitting the right targets. “We spent considerable time with the consumers to understand the role of KD in their lives,” he says. For example, that it’s an easy choice for moms because they don’t have a hard time feeding it to their kids.

Borrelli and his team absorbed the insights and sat down with their agency partners to come up with a plan consistent with the broader KD equity. The result was a campaign that included a new animated TV spot for original KD aimed at kids and a print campaign for whole wheat that targeted moms, running in women’s magazines such as *Chatelaine*, *Canadian Living* and *Homemaker’s*. In 2008, whole wheat and KD Cups were significant growth drivers, adding to KD’s overall dollar share increase of close to a full share point.

Borrelli and his team were also looking for ways to target teens without alienating other



Unikd.com appeals to teens’ customization penchant.

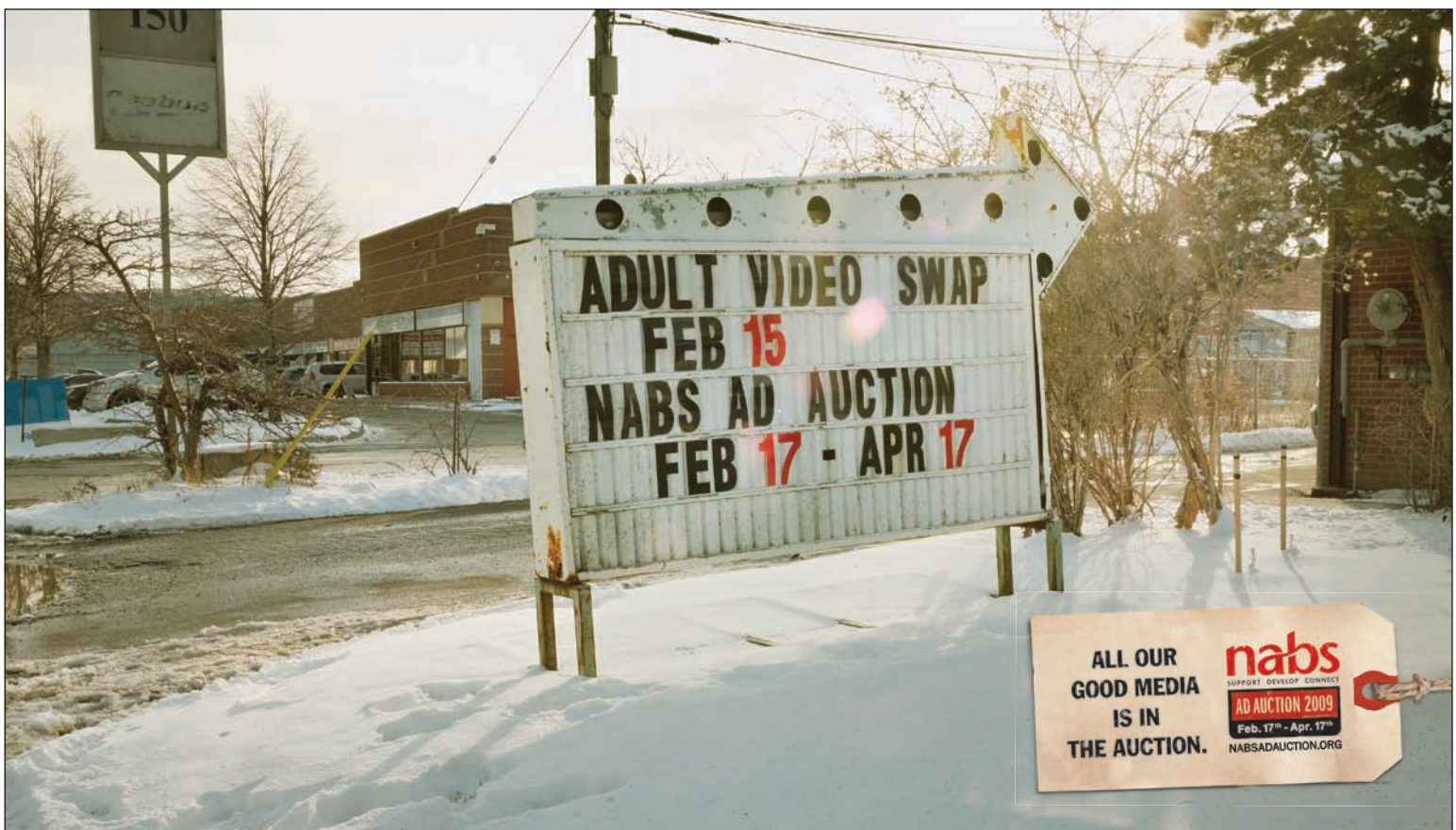
demos. While researching this group, they found a link between how teens live and how they eat Kraft Dinner. “A lot of folks who really love the brand love to customize it,” says David Gibb, EVP managing director at JWT, the agency on Kraft Dinner. “That’s true about teens’ relationship with the brand, but also with the rest of their lives. They all want to be unique and different and exert their individuality.”

Another truth about teens is that they’re spending more time online. With those insights, Borrelli led his team into the world

of social networking. They worked with JWT, Digital Cement and MediaVest to come up with Unikd.com, a site where teens can interact with KD-loving peers, post content and enter contests, such as the “Sweet Suite Showdown,” whereby they submitted images of their rooms to vie for a bedroom makeover, determined by member voting. Launched Oct. 1, 2008, Unikd.com was pushed on KD boxes and through a partnership with CTV’s website, and had just over 50,000 members at press time.

“Everyone talks about [social networking], everyone wants to do it,” says Gibb. “The challenge is coming up with an idea that will allow you to do it with your target in your category for your brand. And that is exactly what Dom has been able to inspire the team to do on KD. [He encouraged] people from different parts of the team to come forward with new and interesting, fresh thinking, but at the same time, making sure that people don’t run off in different directions.”

Valerie Lemant, who worked with Borrelli on Kraft Dinner for a year before moving on to her current position of senior product manager, credits his change-embracing leadership for



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getting the website off the ground. “Now the media is above and beyond TV so we need to stay abreast of the trends you see in market,” she says.



Borrelli also opened the door for change on Kraft Peanut Butter, another iconic brand for many Canadians, who gravitate towards the cuddly teddy bears on the jar.

Advertising for the brand – which has seven variations including Crunchy, Smooth and Extra Creamy – had previously been minimal and primarily TV. But in 2008, Borrelli saw an opportunity to drive growth by embarking on a larger multimedia campaign. After extensive research, they discovered that peanut butter consumers had a very strong emotional connection with the brand, especially in the morning. “We really saw an opportunity to engage the consumer, by demonstrating that we understood what role the brand played in their lives,” Borrelli says. “We believed the best representation of that feeling [that peanut butter gives them] was a very simple visual to give them that smile inside and remind them how it makes them feel.”

From this insight came the “Spread the Feeling” campaign, centered around the visual of a piece of toast with images drawn into peanut butter such as a sun, a happy face and a peace symbol. Working with their ad agency

Bank. People could also give a virtual hug at SpreadtheFeeling.ca, which was pushed through print ads in *Metro*, on radio and through viral emails. In total, Kraft donated 10,382 jars of peanut butter, exceeding its goal. Due to the positive response, they plan on doing more Hug Days in the coming year. Overall, Kraft Peanut Butter grew by 1.6 share points in 2008.

Borrelli attributes part of his success to Kraft’s commitment to developing its people – training recruits to grow into leaders within the organization, as Borrelli did himself, which he’s now paying forward. “For a full year he tried to help me get to the next level,” says Lemant. “He takes time to celebrate business results, but also personal achievements and contributions.”

When Borrelli walks into a party and tells people he works at Kraft, he says the conversation quickly turns to Kraft Dinner. “It doesn’t take long to get to people’s personal experiences with this particular brand, whether it’s how they had it as a kid, or how they serve it to their own kids today,” he explains. In Borrelli’s hands sit not only iconic brands, but

FIVE QUESTIONS

How do you prepare your Kraft Dinner?

The classic way – I boil the water, cook the pasta, add some butter and 1% milk and voila!

Do you like chunky or smooth peanut butter?

I like Kraft Smooth Peanut Butter, but I like Extra Creamy too which is a fun twist.

Who is a marketer you admire?

Dove. I think they’ve done a great job of developing a deep understanding of their consumer and building a strong relationship as well as success in their business.

What was your first job?

I was a paper boy for the *Toronto Star*. I was about 13.

What’s your favourite TV show?

Law and Order – talk about a great show! It’s continued to extend and find different ways to keep it topical and relevant to different viewers.



Top left: Kraft Peanut Butter bears gave hugs for charity. Above: spreading happiness with “Spread the Feeling.”

for the brand, Draftfcb, as well as Momentum, MediaVest and Edelman, the campaign, which launched last July in Ontario and is rolling out in Quebec and the western provinces this year, consists of PR, OOH, TV and cinema ads, print and online advertising. This includes ads in elevators and women’s fitness centres in Toronto, targeting peanut butter’s main buyer – adult women.

The campaign kicked off with a “Hug Day” event at Ontario Place in Toronto last summer. A street team dressed up as the familiar Peanut Butter Bears and gave hugs to passersby. For every hug they received, Kraft donated a jar of peanut butter to the Daily Bread Food

ones that are deeply imbedded in Canadians’ personal lives and memories. Experimenting with icons is a high-stakes game corporately, not to mention answering to all those consumer “brand owners” with strongly held opinions.

But he can handle it, according to Gibb, who, when asked to describe Borrelli’s style, gives a laundry-list of adjectives: “Smart, strategic, collaborative, empowering, calm, cool, collected, balanced,” noting that these qualities have caused Borrelli to take the time to develop a deeper understanding of the connection people have with his brands. “He’s just a great guy to have at the head of the team.” ■

OUTSTANDING NEW CAMPAIGNS

BY JONATHAN PAUL



ADIDAS' HIPSTER HOUSE PARTY: 60 IS THE NEW 20-SOMETHING

It's been 60 years since Adidas first branded its products with three stripes. To celebrate, it threw a raging house party, hosting celebrity guests from the worlds of music, fashion and sport including the likes of soccer star David Beckham, singer Katy Perry and fashion designer Kazuki.

The concept was developed by Montreal-based AOR Sid Lee and provides the backdrop for Adidas' largest global branding campaign ever, promoting its Originals line of athletic fashions. Under the banner "Celebrate Originality," the campaign expresses the wide-ranging cultural presence of the Adidas brand and pairs it with youth culture, all while throwin' it down at a righteous anniversary shindig where celebrity guests mix with a diverse group of young party people.

"It's the original lifestyle brand, it celebrates originality and it's an all-inclusive brand," explains Kristian Manchester, CD and associate at Sid Lee. "By inviting celebrities, but also inviting all these other kids, and bringing them all together under one roof, I think it represents the essence of the brand, being that 'just come as you are' sort of attitude."

In Canada, the multi-faceted effort includes TV, online and POS advertising, as well as partnerships with MuchMusic and Foot Locker. "It's a very integrated approach, very fun, very relevant to popular culture today," says Steve Ralph, president of Adidas Canada. "Bringing music, fashion and sport all together is what this target market is. Those are the things that they're into."

TV creative is airing exclusively on Much properties, starting with a 30-second teaser kicking off the Canadian campaign on March 30. It prompts viewers to catch *Much on Demand* on April 6 when a three-minute segment of the show will be devoted to the Adidas house party. A two-minute house party spot will premiere and the VJs, decked out in Adidas gear, will also announce a contest giving consumers the chance to win all sorts of stuff needed to host their own house party, including iPods, Adidas apparel and a speaker system.

The campaign, which launched in November in the U.S. and in January across Europe marks the first time that Adidas Originals products have been advertised globally under a common theme. It will run through to the fall/winter season.





VIRGIN MOBILE SAYS "F U" TO FLOUNDERING ECONOMY

A tanking economy totally sucks, which is something that Virgin Mobile Canada clearly recognizes. So, to help Canadians stick it to these lean times, Virgin is giving us the means to flip the recession the proverbial bird through a feisty new campaign. "Screw You Recession" touts the savings potential of Virgin Mobile's affordable plans and its exclusion of "stinkin'" access fees. An online portal, ScrewYouRecession.ca, also provides savings tips from the site's team of savvy bloggers.

"It's all about sharing with consumers why, in this current economic climate, Virgin Mobile's the right partner to be with," explains Andrew Bridge, director, brand and communications at Virgin Mobile Canada. "Virgin Mobile can also be a resource to help people live their lives to the fullest in these tough economic times."

Virgin is currently working with partners to develop "webinars" wherein financial advisors teach people how they can save money every day, and they're also looking for paid advertising on the site in the form of online couponing.

ScrewYouRecession.ca, which was developed in-house, also allows Canadians to post and swap suggestions about how to pinch pennies during this dingy downturn, as well as vent recession-related rage – all important fodder that Virgin plans on using in the campaign going forward.

"We're getting information from folks and then using it as our communication, which is kind of unique," says Bridge.

The sassy effort was teased with a billboard ad at Toronto's Dundas Square in February, and officially kicked off in March with the launch of the web portal. It's presently being promoted by cantankerous transit ads and wild postings, developed by Toronto-based Zig, that certainly don't mince words. In the coming weeks, Virgin will expand the campaign to include radio ads, as well as mysterious stunts that will take place in major metro markets across the country.

advertiser: **Virgin Mobile Canada**

agency: **Zig**

executive CD: **Martin Beauvais**

designers: **Genevieve Beharry, Jason Sorrenti, Karl Pawlowicz**

design director: **Andrew Cloutier**

copywriters: **Steven Barr, Jeff Mackay**

planner: **Grace Castaneda**

team leaders: **Anne Ngo, Alex Ungureanu, Christine Harron**

print producer: **Jennifer Dark**

executive CD, digital: **Cameron Wykes**

strategy: **J.J. Sullivan**

AD: **Anthony Del Rizzo**

developer: **Wasim Singh**

quality assurance specialist: **Wendy Lee**

You are cordially invited to submit your new, dead clever and previously unrevealed campaigns to editorial director Mary Maddever at mmaddever@brunico.com and CD Stephen Stanley at sstanley@brunico.com, co-curators of *strategy's* Creative space.

THE DORITOS GURU CHIPS IN

BY JONATHAN PAUL

Frito Lay Canada's "Become the Doritos Guru Contest" challenged Canadians to name the brand's new mystery flavour (which appeared on store shelves in plain white bags) by creating 30-second commercials.

The winner's concept will spark a national campaign and they will also win \$25,000 and 1% of the product's net sales.

"How do we create an idea that's big and rewarding enough that consumers will want to engage, and in essence, drive the marketing strategy?" says Tony Matta, VP marketing at Frito Lay Canada. "If you're going to engage then you have to accept that you're actually taking on a business partner."

The contest was teased with a TV spot, "Talking Toys," during the Super Bowl. Commercials were accepted until March 18 with 892 submitted at press time. A panel of celebrity judges, including Toronto Raptor Chris Bosh, announced the top five on March 24, and Canadians have until April 5 to vote for their favourite. The big reveal is set to take place during *Much On Demand* on May 1, at which point the new brand rolls out.

The TV advertising was developed by BBDO, online advertising and social media handled by Proximity Canada, media facilitated by OMD, and POS materials crafted by Capital C.

We asked **Mike Sharma**, VP and GM at Toronto-based Fjord, and **Max Lenderman**, executive CD at GMR Marketing in Chicago to tell us whether this bold consumer engagement initiative hits the mark.



OVERALL STRATEGY

Sharma: At a time when consumers may be getting tired of user-generated media (UGM) contests, Doritos have thrown a hefty arsenal to ensure the success of their campaign. It's clear that the combined efforts are driving the results – from a good number of contest submissions and strong viewership numbers on YouTube to a healthy following on Facebook. Consumers are engaged, and this campaign demonstrates that given the right resources and alignment of the marketing/communication disciplines, UGM contests can still thrive.



Lenderman: This campaign is true to the Doritos ethos of putting control in the hands of their munchers. This idea takes it a step further, as not only does it allow teens to compete in a creative contest, but also win a percentage of the profits. I think that's both daring and hook-laden.



CAMPAIGN ELEMENTS

Sharma: The alignment of TV, online ads, POS, social media and the website is very apparent. The celebrity sponsorship is the only part that feels disconnected (at first I couldn't understand why there were tweets about Chris Bosh) but given the target audience I understand the appeal and that it will become more apparent at final judging.

Lenderman: The above-the-line stuff seems commonplace: almost every teen brand in Canada seems to find itself on MuchMusic or MusiquePlus. However, the rubber hits the road at retail, and the blank packaging really brings the "WTF" element to the campaign.



Above: the "Talking Toys" Super Bowl spot.
Left: the mystery bag hit stores across Canada.

THE 1% ROI

Sharma: The fact that 1% of product sales will go towards the winner differentiates it from "yet another marketing contest," showing Frito Lay's commitment to the concept.

Lenderman: For many kids, 1% may not translate as well as something like \$100,000, even though the actual income can be more than 100k. However, the more compelling idea is to follow the Guru as he is getting paid. I wonder what the amplification elements are to the program, long after the promotion has run its course.

The creds

Advertiser: Frito Lay Canada, Tony Matta, VP marketing

Mass advertising: BBDO Canada, Toronto

Interactive: Proximity Canada, Toronto

Media: OMD Canada, Toronto

POS: Capital C, Toronto

PR: Fleishman Hillard, Toronto

CONSUMER-GENERATED BRANDING

Sharma: It does break through the clutter, it creates a differentiated position and engages with this audience in a unique way. We can surmise that while this engages a smaller segment of their target, for those that do engage, you could never match the impact versus an "impression frequency" media buy.

Lenderman: The bag approach is breakthrough. Not many brands are willing to mess with their packaging. The surprise and delight element really comes through. For some die-hards, however, it may prove to be a turn-off as they want their flavours. Does this start a conversation? Yes, but probably more among marketers than teens.



AMY VERNER, GLOBE LIFE

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— Mark Farrell, HR Manager,
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RPGs

LOOK FOR BRANDS TO PLAY WITH

BY JONATHAN PAUL

What's the future hold for humankind? More MMORPGs (massive multiplayer online role-playing games), and more brand presence in the gameplay.

Gamers can now go online and see for themselves at Iprophesy.net, one of two recently created RPGs. Developed by Toronto-based digital boutique Secret Location, it launched in January as an integrated extension and traffic driver for *I Prophecy*, a 17-part original series on Vision TV examining potential futures for humanity. The digital shop also worked on CGI and graphic elements for the series.

The first MMORPG created for a TV show, Iprophesy.net lets gamers customize avatars to explore 13 worlds with various scenarios, from rising oceans to the advent of nanotechnology. Each world incorporates games, clips from the show and original filmed content. Players are encouraged to collaborate in real time to solve puzzles.

The game was also designed for sponsorship, such as branded apparel for avatars, contextual ads displayed throughout the game and the site can be re-skinned to suit brands' needs. "We can completely re-envision the project to tailor it towards brands wanting this to be an experience that isn't called *I Prophecy*, but is for their brand," says James Milward, CD and EP at Secret Location.

At press time, the MMORPG had logged 1,000 registered users and around

15,000 uniques.

Tween girl gamers also have a new online destination where they can hang out, play together and chat, thanks to Ottawa-based interactive agency Fuel Industries.

Built by Fuel's licensed properties division, Spark City is a futuristic virtual world born from the agency's All Girl Star Squad gaming



Above: one of the worlds of Iprophesy.net. Top: the All Girl Star Squad.

property, which is featured on social gaming portal Allgirlarcade.com. It's centred on the adventures of three girl gaming superstars and their intergalactic friends.

Currently running in an open beta version, Spark City was designed to provide a 360 experience for advertisers as well. Fuel recently signed a deal with U.S.-based toy company Jakks Pacific for an in-world store and branded game promoting its Girl Gourmet Cupcake Maker. "It lets them build a richer experience," explains Mike Burns, CEO of Fuel Industries. "Kids and parents can go and interact with the toy before they ever go into a store."

Fuel is presently working on adding a movie theatre to the virtual city and will launch webisodes in May with video pre-roll ad opps, and the agency is in talks with broadcasters and film companies looking to run trailers in the theatre. The cost for brand entry into Spark City could range between \$25,000 and \$200,000. "Every relationship has been so unique because of how integrated we can make it," says Burns.

The All Girl Arcade network is also available through a new iPhone application. To date, the portal has logged a million gameplays, with Spark City receiving an average of half an hour of engagement time per visit and 80% of users returning for multiple plays. ■

25.9

BY MIKE FARRELL

This is the percentage of 19- to 24-year-old Canadians surveyed that have taken a media literacy course.

de•mys ti•fi•ca tion (-f -k sh n) n.

To make less mysterious; clarify

Yes, exploring demystification is a favourite hobby of mine, since perhaps nothing better defines this generation.

Let me explain. The access to digital technology has, to misquote a famous longhair from Russia, placed the modes of production more firmly in the hands of the modern citizen consumer than any generation before.

And, as Martin Luther showed us back in the day with his printing press, those more in charge of technology are those more in control of culture.

Make no mistake, "new media" has changed the dynamic of mainstream culture's relationship with celebrity, media and brands; they are now more openly understood, particularly by teens and young adults, as often illusory and definitely fabricated things.

In short – they "get" these things more and, in turn, expect more from them because they understand how to be their own celebrity, create their own media channels and develop their own branding.

Case in point: formal media literacy training is becoming further enshrined into the modern curriculum of the day. Just over one in four young Canadians aged 19 to 24 and just under one in five (18%) Canadian teens are currently adding to their already innate relationship with the modern mediasphere through even more education. This trend is almost certain to continue and expand.

Anything you claim, show, dramatize or explain to this new generation has never been more scrutinized, contextualized and, most importantly, understood.

This "statsthought" gleaned from "Ping" – Youthography's quarterly national study of Canadians aged 9 to 34 – was culled from a winter 2008 survey of 2,204 youths. Mike Farrell (partner, chief strategic officer) can be reached at mike@youthography.com.

STATSTHOUGHT



IN THIS ECONOMY EVERYONE'S CUTTING BACK.

Thankfully, we're not 'everyone'.

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NOW THAT'S USING YOUR **YAHOO!**

Destination: ROI

How a savvy online spend can help you maximize your pinched ad budget

Times are tough, and the pressure to demonstrate a strong ROI is higher than ever. As a result, advertisers are looking to more measurable mediums like online to help justify every dollar spent.

"My budgets have been getting smaller. I need results. When the economy is this bad, I need to know somebody is looking at my ads," says Carmen Schwalm, marketing manager at 20th Century Fox Canada. "Using pay-per-click ads is one way we're being more diligent about seeing the results and measuring what kind of creative we put out."

Steve Mast, VP/ managing director at digital agency Delvinia Interactive, confirms that Schwalm is not alone in her quest for demonstrable results. "When it comes to actually getting response, a lot of our clients are looking for that CPA deal, not the CPM deal," he says. "Below the line marketing tactics are the new above the line marketing tactics."

The Web and its multitude of offerings – from banner ads and pre-roll to search and Web 2.0 – can be an overwhelming place. But, if you use it well, the payoff can be well worth the effort. "Online has allowed us to create these dialogues and really understand who that customer is," says Mast. "With other mediums, it's really difficult to create that kind of intimate relationship."

Enlisting the right online partner can make or break your campaign. Make sure to align yourself with someone who has the best insights, the right inventory and, most importantly, the most relevant audience for your brand.

Look at audiences, not just products

If you think moms only go online to look up recipes, Boomers just surf travel deals and teens only log on to get their game on, think again. Yahoo! Canada has taken a thought-leadership position when it comes to knowing the consumer inside-out, and has found some stereotype-busting insights.

"People have pre-conceived notions about Boomers, and they miss opportunities by deciding to put ads only on travel sites. Go to the music sites! Boomers are downloading music. You can be the only advertiser there talking specifically to Boomers," says Sara Moore, Yahoo! Canada's director of marketing. "Boomers are a great, engaged, dating, downloading audience. I can put together smarter campaigns because of those insights that we have."

Yahoo! Canada has also done extensive research on how Chief Household Officers (CHOs) behave online. And no, moms aren't just checking out Martha Stewart online. They're chatting in forums, searching for health tips, reading gossip and news items, using instant messaging, sending emails and much more. "Women are a growing and critical audience online right now," says Moore.

Yahoo! Canada can share its insights with clients and help them craft innovative online programs that enable two-way dialogue opportunities. Branded chat forums that tap into key insights are especially effective. For example, CHO's tend to be very interested in discussing health-related topics with peers, so a brand targeting moms could potentially sponsor relevant chat forums and provide value-add tips about how its products can help them reach their goals.

"It gets beyond the idea of banners and pre-roll. Yahoo! Canada really offers you the communities and integration opportunities," says Moore. "Going into an online, collaborative, supportive environment with Yahoo! Canada can create two-way dialogues for companies that don't have an existing conversation opportunity with their customers."

Moore recommends taking advantage of the flexibility online offers to meet multiple objectives with one buy. "You don't have to pick branding you don't have to pick direct response; you can blend both online with a large portal like Yahoo! Canada," she says. And, since online is a real-time media you can get immediate answers back about what's resonating, which sites, creative and messages are performing well. "It's a great opportunity to test creative and calls to action. You can always be massaging the message," says Moore. "That ensures you can always measure it against what your ROI goals are. You can't do that with print; once it's on the page, it's done."

Know what you're buying into

Not all online media networks are created equally. Do your homework, and make sure you know exactly where your ad dollars are going, advises Julia Casale-Amorim, CMO of Casale Media.

"We have very high standards for our inventory; it all appears above the fold. The first couple of ads at the front of a magazine tend to have a stronger impact than those little ads that you see at the back in the classifieds section. That

same analogy applies online," says Casale-Amorim. "Two providers may be supplying inventory from publisher X. But the type of inventory you're getting from that publisher could vary greatly."

Casale Media recently introduced MediaNet Custom Networks, which allows advertisers to specify exactly what audience demographic they're trying to reach, and what content environments their brand will appear in. Casale can take these parameters and create a high index custom network of websites that advertisers can then review and edit before the campaign launches. "It's about putting total control in the hands of agencies and brands, which is something you don't often see in the network space," says Casale-Amorim.

Casale Media sources its inventory directly from publishers. "There's a lot of concern over where inventory is coming from on networks, and a commonplace practice is networks buying inventory from other networks and filling buys with third party sources. Our approach is 100% direct," says Casale-Amorim. "We guarantee complete transparency, so an advertiser always knows exactly where their campaign could appear across the network. There are absolutely no uncertainties."

Studentawards.com offers access to youth

Haven't heard of Studentawards.com? Then you're missing out on a membership of 600,000 highly engaged youth.

Studentawards.com matches students with money for school and great opportunities, which is why members are so engaged. By connecting members with timely, relevant and targeted opportunities, they respond in droves. This translates for clients into a positive return on their investment. Uthink Online, the data and research subsidiary of Studentawards.com, lets marketers quickly tap into the opinions of youth coast to coast.

Studentawards.com by numbers:

- 500 – 1,000 new members register every day
- 90% opt-in to receive communications and research requests
- 450,000 permissioned members today
- Reach members (and their friends) at 3,600+ high schools and on 300+ university & college campuses
- 1.3 million page views/month and 105,000 unique youth visitors/month
- 12 pages per visit, >10 minutes/visit on average
- 60,000+ unique visits to the Discussion Forum each month
- Ability to extract target youth audience from 32 captured data points
- Our open, click-through and viral metrics blow industry standards away!

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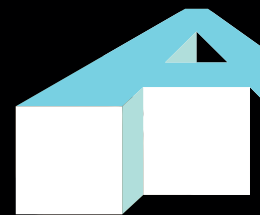
Jennifer Age 33

With her hectic schedule, she can only make time for things that really matter. If you want to reach her, go where her day takes her.

Our platform puts your brand where life happens.

Consumers are busy, and now that fragmentation has sent them scattering across the web, it's harder than ever to break through. Platform-A can help. We reach across AOL's premium brands and Advertising.com's high-quality networks to deliver your message – at scale – where your audience lives online. So they're more likely to take notice... and give your business a little TLC.

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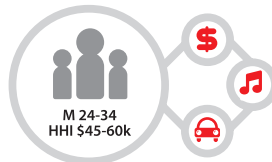
Provide relevant value-add content in your ads to more effectively capture people's attention, suggests Eric Pierni of Kijiji Canada. A good place to start is by taking advantage of integrated content options that sites like Kijiji offer. For example, dog food brand Caesar is running a list of tips for taking care of small dogs within Kijiji's Pets section, and Whiskas is running advice on how to best groom your cat. "It speaks a lot to the philosophy of how we see advertising: as additional added value for our users," says Pierni.

About 7.6 million unique Canadian users visit Kijiji Canada each month. Kijiji's Automotives section recently surpassed AutoTrader.com as the most visited auto site in Canada. This makes Kijiji very appealing to General Motors, which is taking advantage of Kijiji's unique integrated data feed. GM has a database of thousands of GM Optimum certified high quality used cars across Canada. It has integrated that database with Kijiji's, so that when a user in Montreal, for example, does a search for local used cars, the first result may be from Joe down the street, while the second result could be from a GM Optimum dealer. Both results would look identical, since the GM feed is fully integrated.

Belair Direct also advertises within Kijiji's Automotives section, via display ads and text links to receive insurance quotes. Since someone shopping for a new car would need to look up insurance anyways, it provides a relevant value-add for consumers.

Casale Media offers quality, transparency and control

You don't have to worry about your ad dollars disappearing into some third-party network you've never heard of with Casale Media. It buys all of its above-the-fold, high quality inventory directly from publishers. "Our number one priority here is quality," says Julia Casale-Amorim, Casale Media's CMO.

MEDIANET® CUSTOM NETWORKS

**Your Target Audience +
Your Target Content**

A Custom Network is a subnet of MediaNet websites that index high against your demographic and content targets

Casale Media launched MediaNet Custom Networks this year, which enables advertisers to build a custom network of sites that index high against their target. "It's about offering more effective ways for brands to leverage the power of a network," says Casale-Amorim.

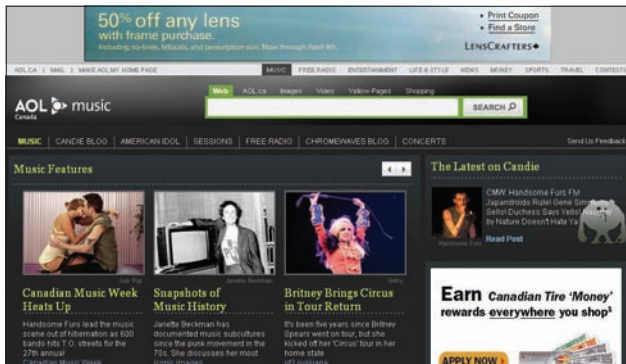
"We specialize in monetizing premium short tail inventory with large branded publishers."

Casale Media's network reaches over 90% of the online audience in Canada. This is across a considerably small number of sites, which speaks to the quality of its offerings. Since Casale provides access to premium inventory, it is the ideal network for brand advertisers looking for qualified eyeballs and control over what environment their campaigns will appear in.

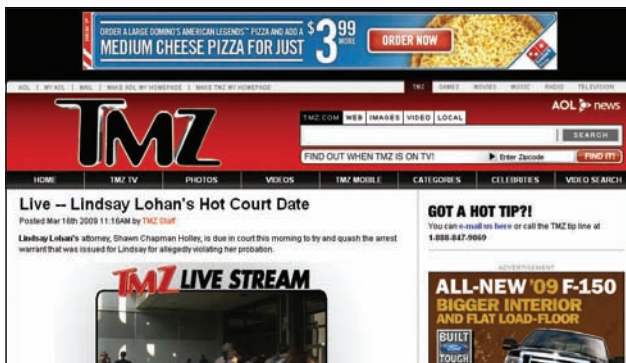


Brutal ROI slamming you against the boards? **FIGHT BACK!**

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AOL Music



TMZ

The Top 10 things you didn't know about AOL's MediaGlow and Platform-A

1. Platform-A reaches more people than any other advertising network in Canada*
2. MediaGlow is the publishing arm of AOL focused on creating niche oriented, highly engaging passion points for users
3. AOL MediaGlow Properties reach over 10 million Unique Visitors who view 448 million pages each month*
4. Only 5% of AOL MediaGlow Properties Page Views are email—the rest are from premium content properties such as Asylum, Lemondrop, Moviefone, Bebo, Autoblog and other highly engaged content sites.
5. More people go to MediaGlow's Music properties in an average day than any other music site*
6. The Platform-A Network reaches more Canadians in a single day than watch Grey's Anatomy, CSI, and House combined**
7. 72% of TMZ.com's audience is Adults 18-49 who view 14 million pages of content each month*
8. Bebo users are engaged, averaging 13.8 minutes each visit!
9. Connect with 2.3 million Moms monthly on AOL's MediaGlow properties*
10. MediaGlow's Games reaches 960,000 UVs every month*

source: *comScore Media Metrix Canada, All Locations, Jan, 2009; **comScore Media Metrix Canada Campaign R/F, 1 day network report, Jan 08 & BBM Canada Top Programs: Total Canada: (Eng) Week of Dec 1 – 7, 2008

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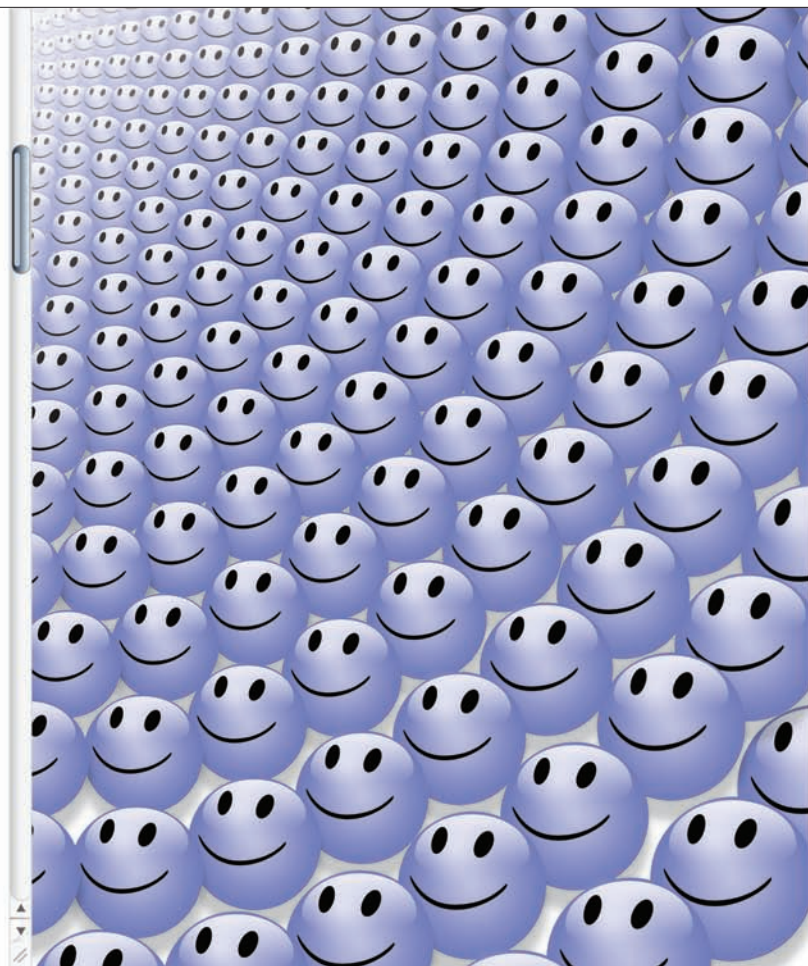
ALL 7.6 MILLION OF THEM

- 1 IN CLASSIFEDS
- 1 AUTOMOTIVE SITE
- 1 PETS SITE

Contact us to learn more about
all our advertising solutions.

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kijiji Advertising
IT'S IN OUR DNA



If your brand gives back, it'll enjoy the halo effect

If your company helps fund a student's post-secondary education, chances are that student is going to tell friends and family about it.

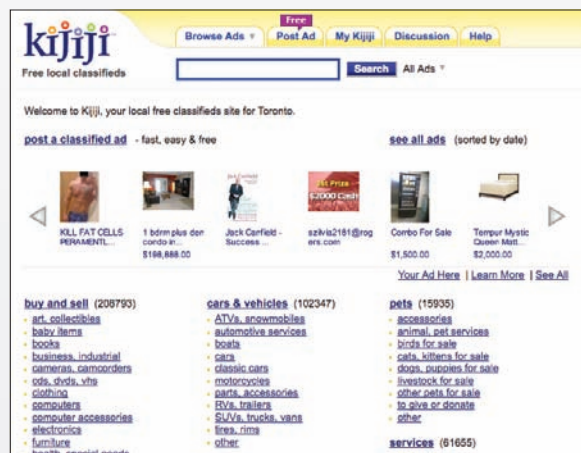
Viral impact and the halo effects associated with helping students pay for school are some of the reasons more advertisers are catching on to Studentawards.com, which matches registered members with money for school. 450,000 members have opted in to receive communications from Studentawards.com and its corporate partners. Pretty impressive, considering the demographic is the notoriously ad-weary Gen Y set.

"Our members respond in droves when companies offer relevant, timely and targeted opportunities – translating into positive returns on marketing investments, plus very nice grassroots goodwill," says Suzanne Tyson, president of Studentawards.com.

Performance and Branding work best with scale

The newly launched Platform-A Canada is offering advertisers a one-stop shop when it comes to integrated digital media buys—it's like being a kid in a candy store. "It's great to run both search and display campaigns and to measure the performance of each one. However, by working with a vendor that can offer a unified solution, you have a much better ability to ensure that the various channels, like search, display and affiliate, are working together," says James Prudhomme, senior director of Platform-A Canada.

Platform-A Canada's extensive offering includes Advertising.com (the largest web network in Canada, reaching 93% of Canadian users) and AOL's MediaGlow properties, including wildly popular sites like TMZ.com, Engadget, Joystiq and Spinner. "The MediaGlow sites give advertisers an opportunity to reach users on highly engaged sites which are designed to appeal to their passion points, outside of the traditional portal model" says Prudhomme.



Kijiji Canada's category domination

Can you name the number one automotives website in Canada? How about the top site about pets?

Kijiji Canada's Automotives and Pets sections claim each of those titles, respectively. The eBay Inc.-owned property is one of the fastest-growing sites in Canada, with 7.6 million unique visitors each month. The free online classifieds site can create customized solutions for advertisers like value-add content and integrated data feeds.

Kijiji Canada also performs free surveys for potential advertisers to help equip them with the most data possible before the sign on. Recently, a company asked Kijiji to ask users in the Baby Items section if they would be interested in receiving special advertising offers. 85% said yes.

"We are highly data-oriented," says Kijiji Canada's Eric Pierni. "When someone wants to do a buy with us, we want to make sure they have all the data they need first."

"Students find out about us in grade 10, and remain until after university or college. 500-1000 new members join every day, giving marketers and researchers access to new prospects. Companies can develop relationships with youth throughout the critical stages of developing product preferences and brand allegiances" says Tyson.

Studentawards' research and data collection division, Uthinkonline.com, allows marketers and researchers to tap into the company's extensive database to conduct market research studies, including a new monthly Omnibus study targeting 18-24 year olds in Canada.

Studentawards.com collects 32 data points from students when they register to help match them with the most relevant opportunities. Data points include age, address, grades, heritage, extracurriculars, educational and career aspirations, allowing advertisers to deploy highly targeted campaigns. "We can get really granular about who receives what ad, e-mail or research request, so it's an incredibly efficient use of marketing spend. Clients keep telling us our results consistently blow their expectations out of the water!" says Tyson.

"There is simply no-one else in market that offers the breadth, scale and diversity of products that Platform-A does."

To further maximize your ad spend, Platform-A's proprietary TACODA Behavioural Targeting product tracks user behaviours across a large network of publishers to make sure your ads are reaching the most relevant users in the right context. "Some of our competitors offer Behavioural Targeting, but they are limited to tracking behaviours and reaching users solely within their portal environments. We can reach users across a huge network, including AOL MediaGlow sites, as well as across the entire Advertising.com network."

Platform-A's scale and ability to target, measure and deliver relevant advertising enables it to offer solutions that truly demonstrate a measurable ROI. It recently ran a campaign for a large quick-service restaurant chain that aimed to drive online orders. The advertiser had been using Platform-A's web network and OutSearch services on a CPA basis for quite some time, and the Platform-A team wanted to show them that branding and awareness placements in the form of homepage takeovers, sponsorships and reserved banner ads could also have a

Yahoo! Canada leads by example

The uncertain economy doesn't have to be all bad news; as your competitors hunker down, you can seize the chance to grab a larger share of voice. Yahoo! Canada is leading by example with its largest-ever branding campaign starring an adorable purple pal named Yahoo!. "We think this is a great opportunity to really demonstrate your strength and stability during these tough times," says Sara Moore, director of marketing at Yahoo! Canada.

The new campaign is by Ogilvy Toronto, and debuted on Oscar night. It includes TV, cinema and, of course, online executions throughout the Yahoo! network. The Yahoo! character acts as a personal adviser of sorts to a mom, providing her with hot gossip, weather updates and a message from her friend about what she's wearing to a party that evening to demonstrate how information from Yahoo's search, email, messaging, news and Answers sections can help her throughout the day. To reinforce Yahoo's ability to provide consumers with contextually relevant information, the campaign will also include a grocery store execution, with tips from search and Answers appearing on checkout dividers.

Now That's Using Your Yahoo!



Reach Your Target Audience in the Right Environment

measurable impact on performance. Platform-A was able to identify users and place them into one of three categories. One group saw performance-based ads, another saw only the brand placements, and the third saw both. Users who were exposed to homepage and other branded ads had a much higher propensity to convert against the performance ads, whether they were display or search. This example highlights Platform-A's commitment to finding the most effective, cost-efficient solutions possible for advertisers.

Once you've found the right online destinations, make sure to maximize your placements with great, contextually appropriate creative executions. "The more targeted, relevant and localized the message is, the better your results will be," says Delvinia's Steve Mast.

The beauty of online is that you can continually refine your message, even after it is in-market. So take advantage and experiment. And who knows – what you discover online just might help you craft the perfect creative messaging for your offline efforts, too.

IT'S YOUR BRAND. SHOULDN'T YOU CONTROL WHERE IT'S SEEN ONLINE?

Introducing MediaNet® Custom Networks

Your brand is unique. It associates best with _____ and _____ content and appeals to a very specific audience; primarily _____ aged _____ with an income of _____. It performs well when placed _____ and steers clear of _____ and _____ websites.

Aren't you the best judge of which audiences and environments are best for your brand?

We think so. That's why we developed MediaNet® Custom Networks. You specify the audience, you choose the content, we build a fully transparent network customized for your brand.

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Casale
MEDIA



Advertising Club of Edmonton

These words are money.

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 COPYWRITING: DDB Canada **Activity Book** www.ddbcanada.com
 PHOTOGRAPHY: Roth and Ramberg Photography **Eliff** www.rothandramberg.com
 PRINTING: Douglas Printing **The Unpapers Swatch Booklet** www.douglasprint.com
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The best way to find out what young people like is to ask them. *Strategy* teamed up with Toronto-based Youthography for a chat about advertising with some of the members of their national network. We learned what it takes for a brand to win over the kids these days

Note to

BY CAREY TOANE

brand: b urself

**Feroz Q, 17,
Mississauga, ON**

Feroz is a member and leader of many clubs at his high school. He also attends seminars to further his education.

**Niki B, 16,
Dartmouth, NS**

Niki likes to keep our planet green through various organizations. She loves to shop and compose music.

**Mohammed H, 15,
Toronto, ON**

Mohammed is captain of four sports teams and coaches two others. He is also into fashion.

**Jordan H, 12,
Sherwood Park, AB**

Jordan loves to play soccer, hang out with friends and play Xbox.

Toronto-based Preloved, a clothing label that makes new fashion out of recycled vintage textiles to the delight of eco-conscious starlets everywhere, recently appeared on *Project Runway Canada*.

Admin: Hi there and welcome to the *strategy* online chat...My name is Jacquelyn and I work for Youthography. let's start with brands...when I say "brand" what words first come to mind?

MohammedH: clothing

JordanH: shoes

FerozQ: new.....brand new

NikiB: materialism

Admin: what makes a brand kick ass for you?

MohammedH: the style

JordanH: ya the style

FerozQ: what my friends think about it. sad to admit but true

JordanH: quality

NikiB: the ethics

FerozQ: their 'rep' has to be cool too

NikiB: im not relly interested in what my friends think about my clothing

Admin: what brands are biggest for you right now?

MohammedH: converse for shoes, theres also nike and adidas, and for clothing theres h&m, urban behaviour, urban planet, bluenotes etc

FerozQ: adidas am eagle hollister

JordanH: circa. at stores i always see that brand stick out or west 49

NikiB: Sabian, Pre-loved, uhmm

Admin: everyone...do you use brands to express yourself? if so, how?

MohammedH: yeah i do, but also how i dress up to express myself

FerozQ: well, clothes say a lot about u so yeah

JordanH: same here

FerozQ: it's a form of how i feel that day as well. i started wearing a kuffiyah as a sign of solidarity with the Palestinians

Admin: ok...what about what the company stands for? does that matter?

“

If I see their ads a lot, that means they have taken the time to advertise to me. **I feel wanted so i guess i respect that**

Mr. T pities the fool that didn't see his 2007 ad for Blizzard Entertainment's *World of Warcraft*, which had nearly 2.2 million hits on YouTube at press time.



Diddy (or Sean Combs) is CEO of Bad Boy Worldwide Entertainment Group and a successful marketer in his own right, with a record label, two clothing lines, a film production company and two restaurants, not to mention his agency, Blue Flame Marketing.

NikiB: YES it totally matters

FerozQ: yes

JordanH: me too

Admin: ok...what matters? tell me what makes you choose a brand over another?

NikiB: if a company tests anything on animals, i will NOT use it

FerozQ: if they have good consumer practices. recycling, worker rights

NikiB: and some brands have a high respect for the environment, which i respect a lot.

FerozQ: no sweatshops

JordanH: it looks good

FerozQ: +1 to nikki's comment

NikiB: thanks :]

Admin: how about where a brand advertises? does that influence if you like a brand or not?

FerozQ: not as much

NikiB: not really. i guess if someone was like, advertising sex toys in a school zone it wouldn't be cool.

JordanH: if it is everywhere it's not the best, especially if it is a bad store

MohammedH: i like seeing advertisements at displays of stores. it catches my eye, like on manikins, i can see how it would look

FerozQ: well, if i see their ads a lot, that means they have taken the time to advertise to me. i feel wanted so i guess i respect that

Admin: when you guys are watching TV ...do you pay attention to ads? which ones stand out for you?

MohammedH: yes i do

FerozQ: witty ones

MohammedH: sometimes for food, new clothing, never any of those infomercials though

JordanH: no i mute the tv or walk out of the room so i dont spend my money on dumb things

FerozQ: like the competing beer ones are hilarious bud vs coors etc. not that i drink, but i just find em entertaining

Admin: What about commercials? have you ever watched an ad on youtube?

MohammedH: not really

NikiB: Oh i did! we were told to in english10. some beer commercial about how many ways you can say dude.

Admin: hey do you guys talk to your friends about ads?

Niki: no. lol

MohammedH: sometimes! when it's special

FerozQ: yeah, like real artists like how they got slash's figure to be in guitar hero 3. that's like ad heaven

NikiB: i hate when celebrities are in ads. they're role models, and sometimes things just aren't appropriate. like that ad for some video game, and mr.t is in it

MohammedH: i like it when celebrities are in ads, but they act like themselves, not made into an actor that they're told to be

FerozQ: i actually like when celebs are in ads. they just have to be well utilized. u guys remember that kevin federline ad? some insurance company? "life comes at u fast" he's in a fast food restaurant working

MohammedH: i like the one with p diddy in that burger king commercial

Admin: Do you watch shows on the web (streaming or downloading shows)?

FerozQ: Not really, havent tried it yet

NikiB: not at all.



Launched in 2000, *Happy Tree Friends* is a web-based Flash cartoon with a cult following in which cute characters commit violent acts à la *Simpsons* 'toon-in-'toon *Itchy* and *Scratchy*.

JordanH: only from itunes. happy tree friends and step brothers

MohammedH: oh i never really get the time to anymore, when im on the computer i just talk to friends on msn or facebook for example, if i watch shows i just decide to watch them on tv

Admin: are you streaming stuff from youtube?

MohammedH: yeaahh. usually for me, music videos

NikiB: nothing usually. i mostly search music on youtube.

FerozQ: music videos, funny videos, etc. i also watch a webseries from these college students its like a show on youtube

JordanH: funny cartoons or people doing dumb things

Admin: has an ad ever changed your mind about a brand?

FerozQ: i see thru those ads where they say that they are all environmentally friendly and all that jazz so not really. i stick to my preconceived notions about brands

NikiB: oui

Admin: what preconceived notions...where do they come from?

FerozQ: uh from parents, friends

MohammedH: as much as they try to make people think theyre doing good, the people who know about companies know that every company, no matter who, just sell their stuff for the money

Admin: How can you tell if a brand is living up to its promise to be "green"?

NikiB: they usually give info on it in the ad

MohammedH: they usually have supporters from those green organizations in the ads

FerozQ: third party certification

JordanH: if ur friend buys it watch him do stuff with it and if it breaks then don't buy it

NikiB: the status isn't that important, it's what they do

Admin: think about a celeb, band, etc. you love and respect... if they were in an ad for a brand that you didn't really like...would that change your mind about the brand?

FerozQ: yea i think so. i love russell peters and he can sell anything to me... haha just kidding but almost anything

NikiB: no, i would think about the person depending on what they're selling

MohammedH: noo, i wouldnt wanna be like them, i just respect them for who they are. sure jimmy page is an amazing guitarist and i wanna be as good as him at that, but who is he is only him

JordanH: no cause its the same brand and it is not going to make a change when there is a different person

Admin: If a brand was trying to advertise to someone like you, what advice would you give them?

FerozQ: dont try too hard, just be urself. Seriously dont change ur brand just because u wanna sell to me. Stay true to what u are. if u change for me, its kinda desperate

JordanH: ya

NikiB: don't try and sell something that is too violent, or abuses animals, or hurts the environment.

MohammedH: i would give them advice to just be themselves, cuz if they act totally different, it'll change my perspective of them when i get what theyre advertising, which can lose trust

JordanH: make it more environmentally friendly

Admin: Any last words....?

NikiB: stay green <3

MohammedH: this was cool

JordanH: cya tlyl

FerozQ: peace

We're guessing it's *Jake and Amir*, a no-frills comedy series starring Jake Hurwitz and Amir Blumenfeld that gets funnier the less sense it makes. Check it out at Jakeandamir.com or Collegehumor.com.

At press time it wasn't known if Canadian comedian Russell Peters sold the youth demo on the Juno Awards telecast on March 29, which he hosted this year for the second time (he won a Gemini for his turn as host last time around).



Stay true to what u are. if u change for me, its kinda desperate

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You are what you wear

When we asked our youth panelists to name their favourite brands, we were sure they'd all come back with "iPod." Instead we were presented with a laundry list of clothing labels. Apparently this is perfectly normal. In Youthography's most recent survey of its Ping network of Canadian teens, 15 out of the 20 top brands chosen were stuff they wear. "Clothing brands, for teens, possess some of the greatest badge value compared to any other brand they own," says Mike Farrell, partner and chief strategic officer at Youthography. "It's what they wear and carry, all of which is observed by their network of friends and the world they live in at large."

In an effort to understand why they like what they like – and what they wear – we asked four teens (three of whom you'll recognize from our panel) to spend some time pulling apart their favourite brands. We think what they have to say sheds light on youth brands far beyond jeans and hoodies.

Favourite brand: American Eagle

Feroz, 17, Mississauga, ON



Ubiquitous in malls across the country, American Eagle Outfitters targets 15- to 25-year-old girls and guys with polo shirts and preppy pants your mother would love. The retailer has expanded from the flagship – which has over 950 locations in the U.S. and Canada – into three other banners: Aerie for girls, Martin + Osa for adults and 77kids for the younger set.

IN HIS OWN WORDS

This brand appeals to me because...it has a cool image. A person wearing this brand exudes a certain fresh aura. This brand is for people who...like a good fit. I am not up for wearing the 4XXL shirts that some wear. This brand is for people who want to look cool AND respectable.

If I could change this brand I would...make it even cheaper. That means I can buy even more of it.

This brand says that I'm...young.

This brand logo reminds me of...Air Force One logo. The whole eagle thing looks kind of strong, confident and mean.

I see this brand's advertising and I...get jealous. The models used in these ads are always very good looking and well dressed.

I would hang an ad from this brand on my...wall. I would love to have a huge American Eagle poster in my room.

I would tattoo this brand logo on my...I really wouldn't tattoo it anywhere on my body. That's kind of weird. However, I'd tattoo it on my binder.

I would stop loving/buying this brand if...it increased its prices. A big factor for me is price. Hiking prices shows me that American Eagle thinks it's TOO cool now. A brand needs



to be down to earth for me to like them. Fortunately, right now, Am Eagle is pretty down to earth.

This brand matters to the world because...they are a responsible company. If I am not mistaken, they give a discount to customers returning jeans for charities.

If this brand were a person, how old would it be? My age.

Would it be male or female? Male – Eagle, American... presents a manly image to me.



Above: signing up for DECA regionals. Right: lots of Am Eagle in my closet.

A BIT ABOUT ME

The things in life that are most important to me are...

After all is said and done, your family will always love and support you. Having this unconditional love gives me strength to do what I want. I consider my friends a second family. They also support me and serve as confidants. When you can't tell your family something, friends are a good option.

My friends would describe me as...witty, funny, cool.

The characteristic that I value most in a friend is...honesty.

The accomplishments that I'm most proud of are...winning DECA (student business and marketing organization Distributive



Education Clubs of America) and qualifying to represent Ontario/Canada at the international competition in California. Coming second in volleyball in the region.

The one thing that worries me most about the future is...the economic situation. Going into Business/Commerce studies, the current state of the economy is actually quite scary. I would want to have a job when I graduate.

My style...depends on my mood: urban (Ecko, Jordan),

preppy (American Eagle, Hollister, Aéropostale).

The brands that I like are all...usually preppy brands. I like to look and smell good and exude the fact that I try to look good. Preppy brands accomplish that for me.

My criteria for becoming loyal to a brand includes...fair price, good advertising, environmentally friendly, how much others like them (sad to admit, but it is true).

The technology I rely most on is...my cell phone because it keeps me connected no matter where I am.

TV or internet? Internet. It's TV and then some. I can watch TV shows, movies, do homework, stay connected, look up stuff. It's the ultimate entertainment centre with even more potential.

The thing that people don't understand about me is...that I can also be emotional. Being a guy, you have to keep up a macho image. For those who don't know me, they only see a two-dimensional Feroz. Of course, there is more to me than meets the eye.

trendy cool **fresh** sexy popular **smart**
affordable durable **funny** quirky

Essentials.
Good times. Bad times.
It's all you need.



Favourite brand: Joshua Perets

Kanol, 15, Montreal, QC



The textile equivalent of puppy love, Quebec-based Joshua Perets' instantly recognizable streetwear comes in trendy bubblegum shades with big logos that appeal to Hannah Montana and Britney Spears fans alike. With eight locations in Quebec and one in Ottawa, this brand (formerly Pink & Co), founded in 2001, appeals to females aged eight to 18. To hit this target, the retailer focuses on radio and transit advertising, with point-of-sale and web promotions such as the February ticket giveaway for the Jonas Brothers 3D concert movie, for which it teamed up with Montreal-based Communication Popcorn.

POS promotions in six Montreal locations drove to Joshuaperets.com where fans could win tickets to the preview screening.

IN HER OWN WORDS

This brand appeals to me because...it's flashy and has lots of bright colours.

This brand is for...young females that want to stand out.

If I could change this brand I would...take out the name Joshua and maybe only put JP as it already does on some of its clothing.



This brand logo reminds me of...puppy love (dog in a heart), my friend Joshua.

In my daily life I see this brand...everywhere around me. In school all the girls have something from that brand.

I have been to this brand's website...twice, to check what's on special and to take a look to see if I could buy a top online because there wasn't any left at the store.

I would hang an ad from this brand on my...locker door.

I would tattoo this brand logo on...the back of my neck.

If this brand were a person, how old would it be? Would it be male or female? 20 and female.

A BIT ABOUT ME

My style is..."street chic"
- Babyphat, Apple Bottom, Chanel, Joshua Perets.

In my life, I aspire to be...a computer engineer, a traveller, the best person I can be.

The brands that I like are all...either shiny or bright colours, or colours that contrast well.

My criteria for becoming loyal to a brand includes...liking it, and not just because other people are sporting it.

The technology I rely most on is...my laptop, because it has the internet and that's where I go to if I need concrete information.

If I was given \$1,000, I would buy...an iPhone.

girly **flashy** pink **bright colours**
vibrant **attractive** eye catching



Above: shopping with friends.
Opposite: Joshua Perets
co-promotion with the Jonas
Brothers' 3D movie.

The thing that people don't understand about me is...that I have a lot of different types of tastes and personalities. I can be sporty yet girly in like 10 minutes... and that's not bizarre it's just me!

The last ad I watched on YouTube was...a long time

ago and it was called Dove "Evolution," where an average woman was transformed into a perfect woman/supermodel.

When I talk about ads with my friends we usually talk about...songs in the ads or if we thought it was funny...like the Toyota Matrix 2009 ad featuring Evren's song "Do I Go."

One ad that changed my mind about the product it was selling was...the Dove one that I mentioned above kind of contradicts the purpose of the products they sell. They sell beauty products yet they advertise about natural beauty; that made the company less appealing and thought it was kind of hypocritical.

My advice to brands who want to get my attention is to use...a catchy song, like the Telus commercials. Also, compare it to other places that are generally more expensive. if you're selling a manicure set mention that if you go get it done at a salon you'll have to pay \$40 to get it done once and it will last only for a week or two, but this you can use it many times.

Advertising can serve a positive role for people my age because...it has in the past. Advertisements for foundations like the ones for breast cancer made me want to help out. The ones selling environmentally friendly products also encouraged me to be environmentally friendly because they are taking effort to create them, so the least I can do is use them.

MBS, thanks for helping us build our business one magazine,
billboard,
tv show,
radio tag,
web site,
construction barrier,
matchbook cover,
interior bus,
exterior bus,
transit shelter
and wild posting **at a time.**

Favourite brand: Converse

Mohammed, 15, Toronto, ON



Iconic shoe brand Converse has been a hit with youth since basketball was invented. "Chucks" and other Converse shoe brands are sold in over 1,000 stores in Canada, supported by custom retail promotions developed out of the Montreal office and above-the-line creative from the American global HQ. Most recently, the Spring/Summer '09 Converse by John Varvatos line teams the brand up again with the menswear designer on a new season of men's and women's clothing and footwear – following the recent couture-partnership trend also visible at retailers such as H&M – sold at Holt Renfrew and other chic shops. Print advertising in music and fashion magazines and online at sites like Daily Candy featured model and musician Sarah Ruba, in keeping with the brand's retro rocker image. Other promotional collabs with rock legends Pink Floyd, Ozzy Osbourne and The Who came out this spring.

IN HIS OWN WORDS

This brand appeals to me because...it is original and they have a shoe for everyone, no matter what their style is.

I discovered this brand when...I saw everyone on TV wearing Chucks, the most popular Converse product.

If I could change this brand I would...make the clothes line more interesting.

This brand says that I'm...unique and stylish.

This brand logo is...a star, and it reminds me of fame and popularity.

I have been to this brand's website...more than I can count to check out new styles, and to customize my own shoe.

I see this brand's ads...on TV, on billboards, in the mall. The most common form is in TV shows and movies because everyone wears them in modern shows.

I see this brand's advertising and I...feel like I have to check out what the ad is about as soon as I can.

I enjoy this brand's advertising because...it leaves you wanting to know more and wanting to buy the product to know what it exactly is. The curiosity leaves the customer wanting more.



I would hang an ad from this brand on my...bag, because I take it everywhere.

I would tattoo this brand logo on my...shoulder, so it will be visible.

I would stop loving this brand if...they start copying another brand.

If this brand were a person, how old would it be? This brand would be a fairly old person with style, because it has existed for a long time and is still proving itself worthy.

Would it be male or female? It could be either, because it is not targeted at any specific gender.

A BIT ABOUT ME

My friends would describe me as...a leader, an athlete, rational and trustworthy.

The accomplishments that I'm most proud of are...I was voted as valedictorian last year (Grade 9). This means a lot to me because it proved to me that I am not just average.

Original classic smart simple
unique comfortable stylish
creative popular practical



Right: with my sister in Niagara Falls.
Opposite top: a double shot of me before a
dance performance at school. Opposite bottom:
tying up my Chucks.

I'm loyal to a brand
if...it has **proven itself**
in the fashion world
and it also has to offer
something that no
other brand has before



The things in life that are most important to me are...
my family and friends, because without them supporting me and encouraging me, I will not be able to achieve my goals.

The technology I rely most on is...my cell phone, my iPod, and my computer because I can communicate with my friends and listen to music through them.

The best thing about school is...the environment because it is full of people of the same age as me.

The worst thing about school/work is...waking up.

If I could categorize my style it would be...West49, H&M, American Eagle.

I'm loyal to a brand if...it has proven itself in the fashion

world and it also has to offer something that no other brand has before.

If I was given \$1,000, I would buy...a few pairs of shoes and a lot of clothes.

In my lifetime, I aspire to be...a dentist.

Newly **designed with you in mind.**

zoommedia.com

Favourite brand: **West49**

Jordan, 12, Sherwood Park, AB

Burlington-based skate, board and surf clothing retailer West49 operates under seven banners in 135 locations across Canada. Appealing to the 10- to 18-year-old male and female target are its roster of extreme sport and street brands, including Billabong, Burton, DC, Hurley, Nixon, Quiksilver, and eponymous line West49. Traditional advertising has targeted audiences of MTV and MuchMusic, as well as regular radio and outdoor. This month, West49 launches a monster truck promotion to support its sponsorship of the Monster Jam series – motocross being part of that extreme sport genre; together with Mattel, West49 designed a branded Hot Wheels monster truck called the Skateazoid for the younger male demo. For girls is the “So Not a Model” contest, in which six edgy, fun skate girls will be chosen for a photo shoot in *Seventeen* magazine.

IN HIS OWN WORDS

I chose this brand because... when you step into the store there is lots of clothes that look nice and that don't make you look bad.

I discovered this brand when... My friends asked me to go to the mall with them and we went into it and since then I like West49 the best.



This brand appeals to me because... people can't make fun of it or say it looks bad because they wear the exact type of brand and it makes you look more fashionable.

This brand is for people who... want to look good and people that just want to wear it.

This brand logo reminds me of... a compass on a map telling me to step 49 feet west

and there will be a nice store to buy clothes in and shoes.

In my daily life I see/find this brand (where)... on billboards, people walking down the street, or in the mall.

I have been to this brand's website... five times to check and see if they have new arrivals.



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skateboard **comfortable** soccer

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Above: playing *Rock Band* with my sister.
Previous page: me snowboarding.

I enjoy this brand's advertising because...they have nice clothes and they tell you when a sale is on.

I would stop loving/buying this brand if...they started making bad inventory or putting the price up.

If this brand were a person, would it be male or female?
Male with a bit of a female taste because there is a lot of guy stuff and a little bit of girl stuff.

A BIT ABOUT ME

My friends would describe me as...active, happy, athletic, because I am usually out of my desk standing up cause I don't like sitting down.

The best thing about school is...your teacher will tell you how to do it if you don't know how to do the questions.

The worst thing about school is...you complain and you never get the work done or you go through it too fast so you get them all wrong.

The characteristic that I value most in a friend is...that they are active so that they are able to play soccer with me or run with me.

The accomplishments that I'm most proud of are...getting bronze in provincials, which is where the best teams in Alberta try to win gold to be the best, because my family thought I was the best soccer player on the field.

The things that stress me out are...when people come up behind me and give me a dead leg, that is where your leg goes numb for around five minutes.

The one thing that worries me most about the future is...that we will pollute the air and kill all living things in the world and I won't be able to live a full life.

The brands that I like are all...colourful and look good.

I am loyal to a brand when...other kids have it and think it is cool, it looks good, it is comfortable.

The technology I rely most on is...my phone so I can text my friends.

TV or internet? Internet because I can talk to my friends and play games, and on TV you only can watch shows.

The thing that people don't understand about me is...that I am not a dumb person just because I play sports.

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BY TONY ALTILIA

THINGS WE KNOW NOW (that we wish we'd known then)

LESSONS LEARNED

I spent 33 years of my life in the advertising business. I loved it. I loved the people, the diversity, the pace and the constant adrenaline rush.

When I retired and my heart rate slowed a tad, I reflected on what I had learned and wondered what others had experienced too. What had 50 boomers – from Tim Penner to Frank Palmer – gleaned over the years, and what did they want to pass along to the next generations?

I asked them all one simple question: “What are the three things you know now that you wish you’d known at the beginning of your career?”

Ten kernels of experience emerged. Here are three:

1. EMBRACE A GODFATHER

Most boomers said they wished they had actively searched out a mentor early in their careers. Many eventually did discover one but it was usually by happenstance and not planned. They wished they’d planned it and now recommend younger folks do so.

“I initially thought that my mentor was my immediate boss. In many cases this will be as far away from a mentor as you can get. Seek mentors inside and outside your company. Choose those who can give you sage advice and from whom you can learn. Many of them will develop into lifelong colleagues.”

–Jim McKenzie, former president, Leo Burnett

Choose a mentor you like, respect and trust.

“Identify and commit to a mentor.

Create a strong and trusting relationship with someone who cares about your success and offers insight, guidance and help to manage the minefield of career progression.”

–Fred Jaques, president, Santa Maria Foods

2. JUMP IN

There’s no need to be intimidated by more experienced people. They make mistakes and so will you. It’s a part of learning. That’s why pencils have erasers.

Believe in yourself. Be confident, not arrogant. You were selected for the job because of your intellect, motivation and experience. So take some risks. Have the courage to jump in.

“You will get ahead by implementing bold plans that have the potential to completely transform the way things are

done. When I graduated from university, I had the impression that companies were made up of stodgy, conservative people at the top and energetic mavericks at the bottom. Over time I came to appreciate that people get to the top by thinking out of the box

and implementing bold plans that have a dramatic impact on the way things are done. In hindsight, I think I was too conservative early in my career.”

–Tim Penner, president, Procter & Gamble Canada

You will make mistakes. When you do, learn and move on.

“I wish I had

known that you get through and survive anything.”

–John Clinton, SVP and GM of consumer publications, Transcontinental Media

3. MAKE INTEGRITY INTEGRAL

All any ad agency exec has to offer clients is counsel. Nothing more, nothing less. If they tell a lie, even a tiny white lie, they lose their clients’ trust. And trust, once lost, is impossible to retrieve.

“Integrity is the only thing. It’s up to me and only me to take a stand when a potential action may seriously compromise my values. Doing what is unpopular, or even job-threatening, in the name of what is right is both freeing and empowering, and ultimately is the basis on which integrity is built or destroyed.”

–Tom Collinger, professor, Northwestern University

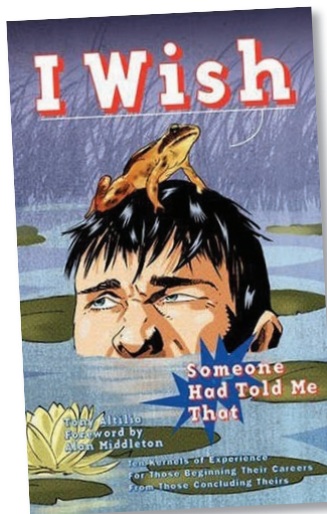
You simply can’t lie. One lie leads to another and another. You might get away with the first lie, but eventually you’ll get caught.

“What you do for a living contributes to who you are, but it should never define who you are. Jobs will come and go. Careers will start and stop, but never lose sight of the things that truly define who you are: character, integrity, trust, honesty, humour and loyalty.”

–Tom Wright, former commissioner, Canadian Football League

Feel free to act on the advice of Canada’s top advertising minds, without learning it the hard way.

Tony Altilia is a partner with Jim McKenzie in the brand consultancy Maxim Partners Inc., and gives back to the next generation through writing, speaking and teaching including the executive masters of advertising and design program at the Ontario College of Art and Design. Prior to his current career, he was president of DDB and Downtown Partners. His book, I Wish Someone Had Told Me That, is available at Amazon.ca.





BY SHARON MACLEOD

WINNING IN '09

This year is supposed to be like a bad math class: long and hard. The financial gurus all seem to think that the consumer is going to continue to retreat. The good news is that these are the same gurus who failed to predict the commodity price yo-yo in '08. They are distant cousins to the (formerly) highly paid financial whiz kids who created the no income/no job loans that have decimated the U.S. home market.

You may not know any of these fine people personally but you will be skiing in their wake in '09. It is the year of corporate retreat. No, not the kind involving a luxury resort. The "freeze hiring and cut the travel and advertising budgets" sort of retreat that veterans of the late '80s will remember fondly.

But 2010 will get here eventually and even though the corporate execs might be focused on mere survival, it might be worth a moment or two to think about winning in '09. If that sounds a little idealistic, consider the fact that some very bright people are going to have to turn this year into a winning season. The class of '08 are some of those people.

Last fall I had a chance to lecture a couple of graduating classes at Colorado State University. After what I hoped was a stimulating presentation about marketing Dove, including some encouraging remarks about how fast the marketing world was changing, I opened the floor to questions.

Not surprisingly, most of the questions were about jobs, as in how to get one. Regrettably, these young people are also facing all the gloom and doom about the economy. Will there be a job for me? How can I get started in these tough times?

The questions were, of course, mixed with a good deal of complaint: "This isn't fair, you didn't have to face a recession when you graduated." Perhaps like most of us, they were missing the obvious. Every change creates opportunity, and marketing is changing. My presentation to them included the story about Dove "Evolution" and the *Body & Soul* live theatrical production and documentary. New ideas and new mediums.

Those young people represent the first wave of native digital marketers. They have grown up in a digital world and they know inherently what works and what's possible. Digital is where it's at.

Those of us who have cut our teeth in the 30-second ad world are swimming up the digital stream that young people navigate with ease. Our attempts at reaching people with new messages on a new medium are baby steps in what is about to be an avalanche of new ideas.

No one has cracked the DNA on how to do digital right (except Obama). We struggle with how to measure the attempts at reaching people with emerging ways of

UNILEVER'S SHARON MACLEOD SAYS THE ULTIMATE MARKETING CHALLENGE THIS YEAR IS AN INTERNAL ONE

Exploring new
ideas: Dove's *Body
& Soul* theatrical
production



marketing. We put forth valiant efforts at making an idea viral.

Those young grads are several light years ahead of us geezers in the digital age. They grew up as the IT expert in their family home. They just know. So I encouraged them to jump into the digital game. To use their strengths and their fine education to jump-start a career with a generational advantage.

The most important message is an old one: every moment you spend in complaint is a moment that could be spent winning.

It takes a lot of creative energy, and no small amount of courage, to turn a recession into an advantage. The posting of "Evolution" on YouTube was

brilliant but the catalyst was a lack of funds. We didn't have the media support to distribute the film any other way.

Marketers are going to have to be more effective with fewer resources in '09. Get used to it.

The second message is also old: you are either growing or busy dying.

Watering down old ideas in an attempt to wait out the recession is not a winning strategy. It's going to take more creativity than simply running old creative.

The bottom line to winning in '09 is convincing people that winning is possible – that now is the perfect time to try new ideas. That may be the ultimate marketing challenge.

Sharon MacLeod is the marketing director for Dove and skin care at Unilever Canada. She's also a lifelong student of human behaviour and passionate about consumers and motivating teams – her greatest pride being Dove's "Campaign for Real Beauty."

REAL CHANGE

Strategy has been pondering deeply lately, mulling the Big Questions, like “is everything media?” To help us with our existential musings, we asked **Alan Gee**, CD/partner of GJP Advertising, to weigh in on where we’re at, and where advertising is going . . .

convergence

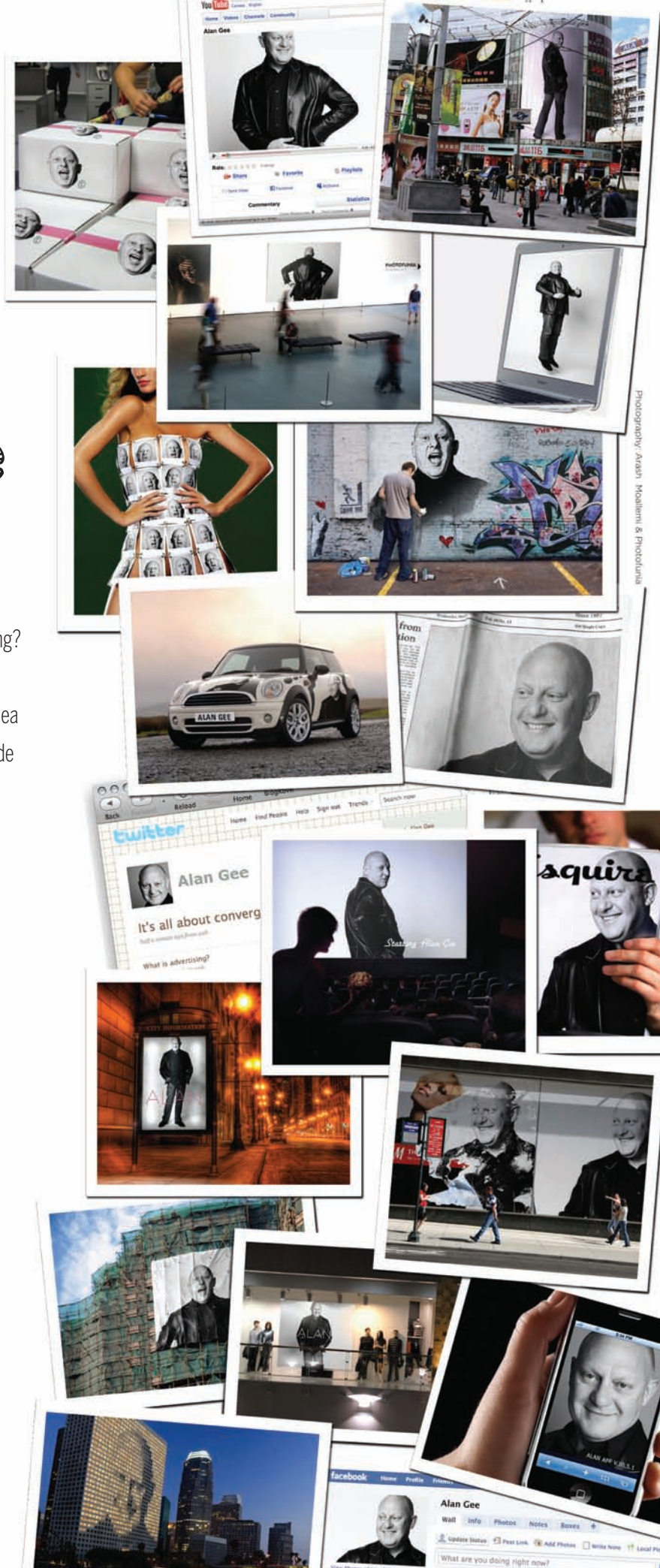
WHAT IS ADVERTISING?

Back in the days of *Mad Men* it meant TV, radio, print, and outdoor. Today the question should be: what isn't advertising?

Advertising is now everything that influences a purchase, any idea or image or thing that helps create a sale. Every action or attitude that predisposes people to a brand. The agencies that embrace that philosophy and organize accordingly will win.

So if a charmingly charismatic, ego-driven ad man like me can answer that question, isn't it surprising that we're not all there?

Come to think of it, maybe I could become a brand – with the right “advertising.”



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